

Humbertown Jewellers

MAGAZINE





ROLEX

THE SKY-DWELLER

The classic watch for global travellers, the Sky-Dweller, with its revolutionary Saros annual calendar, blends technological sophistication with ease of use, and continues Rolex's heritage of innovation. This is a story of perpetual excellence, the story of Rolex.

#Perpetual



OYSTER PERPETUAL SKY-DWELLER



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GENEVE

BEGIN YOUR OWN TRADITION



**YOU NEVER ACTUALLY OWN A PATEK PHILIPPE.
YOU MERELY LOOK AFTER IT FOR THE NEXT GENERATION.**

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Cartier

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INTRODUCING THE TWENTY~4 AUTOMATIC
BEGIN YOUR OWN TRADITION



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WELCOME

to Humbertown Jewellers

For over 40 years, Humbertown Jewellers has prided themselves in offering an unsurpassed collection of Swiss watches and fine jewellery with the warmth and dedication of a family owned business in the heart of Toronto's west-end.



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HUMBERTOWN JEWELLERS STAFF ARE HERE FOR YOU

The faces of our team at Humbertown Jewellers are well known to our customers because they have collectively been at the store for over 150 years. This impressive number is a testament to the importance of family and personal relationships, which form the foundation of our success. Our customers appreciate the expertise and service we provide, and we in turn appreciate their enthusiasm for our collections. Our staff's passion for watches and jewellery is evident in the care they provide for our customers and the excitement they express when attending training around the world. Whether you're shopping for a special occasion or just stopping by to see what's new, Humbertown's expert staff is happy to help.



THE HUMBERTOWN JEWELLERS FAMILY

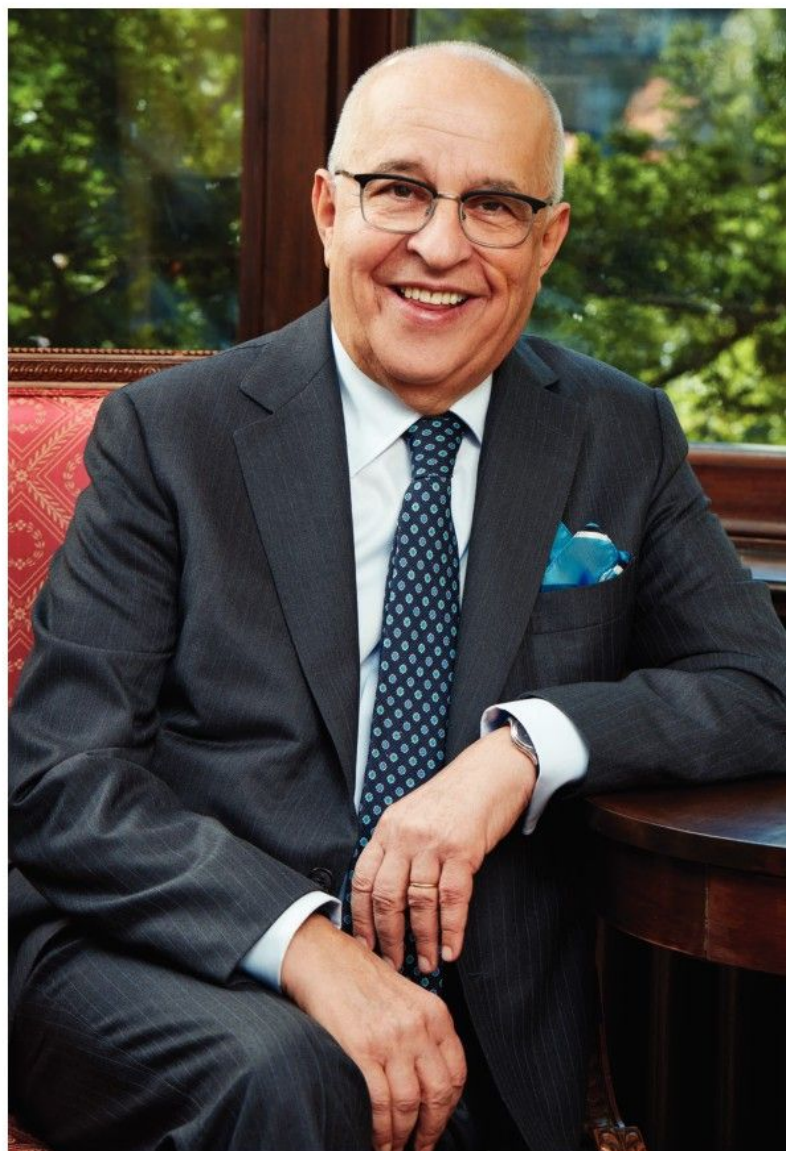
OWNER FERIT TECIMER EXPLAINS WHY JEWELLERY IS MORE THAN JUST A BUSINESS TO HIM

People sometimes ask what I like to do in my spare time, or what my hobbies and interests are, and the answer is actually very easy: my only passions in life are my family and my jewellery business. To put it simply, I love being at the store, connecting with customers, watching their families grow and being there with them for milestone events. In this way Humbertown's customers feel like part of my family, and family is the most important thing in the world to me.

Jewellery has been a family business for three generations, so it is very much in my blood. All the same, even after four decades of running Humbertown Jewellers, I love it more each year. In addition to discovering new collections and growing our business, I am constantly gratified and rewarded by the meaningful relationships I build with my customers every day.

People always ask when I'll retire, but like my father before me, I have no such plans. For me, going to work doesn't feel much like work, so I'm happy to continue doing it for as long as possible. My children and grandchildren have grown up in the store, and until the next generation is ready to take over, I will make sure the store is in good hands.

This past year's visits to see the new watch and jewellery collections at SIHH and Baselworld were as thrilling as ever, and the planned expansion of our space made choosing all of the incredible watches for the following year especially exciting. Knowing our customers well allows us to tailor our collections to meet their needs and desires, and I hope your experiences at Humbertown Jewellers reflect this care. As always, it is truly a pleasure to serve you.



Ferit Tecimer



EXCITING TIMES

INCREASED INTEREST IN WATCHES MEANS A GREATER SELECTION FOR ALL



I can honestly say I don't think there's ever been a better time to be a fan of watches. As interest in fine timepieces continues to grow across so many people of different ages and genders, the world's top watchmaking brands are responding with more and more innovative and exciting creations.

Among these is one of the Rolex's new generation movements, the 3255. Thanks to a Parachrom hairspring, patented Chronergy escapement and high capacity barrel, it is shock-resistant, magnetism-resistant and phenomenally accurate. Equipped with a 70-hour power reserve, this means you can take it off for the weekend without having to reset it come Monday morning.

Other watches that are causing a lot of excitement around here are the selection of Patek Philippe novelties for 2019. Patek's heritage, independence, the tradition of innovation, quality of workmanship and their attention to detail are what they are renowned for. To me these aren't just timepieces, they're works of art that tell the time.

A handwritten signature in black ink that reads "Doug Youngson". The signature is stylized with a large, sweeping underline.

Doug Youngson G.G. G.I.A.

Finally, I'm happy to observe that while we've always had many female watch customers at Humbertown, we're finding more and more that there's no such thing as a "ladies' watch." As women are becoming more adventurous in their tastes, they are moving beyond small cases and gemstones into a wider range of sizes and styles from brands like Omega, Chanel, Tudor, Ulysse Nardin and Panerai. They're something I refer to as "duty and beauty"—it's practical for everyday wear, and you can dress it up for the evening as well.

I hope you'll come to see us at Humbertown Jewellers very soon to enjoy our new space and see these exciting creations for yourself. Whether you're a first-time watch buyer or a seasoned collector, I'm sure you'll find something you'll love.

—HJ—




LE VOYAGE
AIR PATEK

PATEK PHILIPPE

—

**THE ROYAL CONSERVATORY
OF MUSIC**

SEPTEMBER 12, 2019



AROUND THE WORLD

WITH PATEK PHILIPPE

Humbertown Jewellers hosts an evening of high-flying watchmaking

"The first class lounge is this way," says the uniformed flight attendant, directing guests through the soaring glass atrium of Toronto's Royal Conservatory of Music. Here, on a recent autumn evening, an exclusive group of Patek Philippe enthusiasts from Humbertown Jewellers were invited to embark on an international adventure.

The one-night event, titled "Le Voyage," was the result of a collaboration between Humbertown Jewellers and the revered Geneva watchmaker. Part museum exhibit, part dinner party, Le Voyage celebrated Patek Philippe's long history of watchmaking as well as its longstanding partnership with Humbertown Jewellers—the brand's only retailer in Ontario.

"Patek Philippe is a specialist in the watchmaking arts, and in particular the manufacture has developed two complications that are useful for travellers and those engaged in global communications," remarked Laura Ferrai, Patek Philippe's Area Manager for Canada, addressing the assembled guests. "The purpose of this event is to give you the possibility to travel through time and see how Patek Philippe has left its mark on the history of the development of these watches from the 1930s to the present day."

In keeping with this theme, the evening's main attraction was a display of rarely seen vintage travel watches from Patek Philippe's Museum Collection, as well as the brand's entire collection of 2019 novelties. Patek Philippe's modern time zone watches are divided into two types: World Time, which displays 24 time zones simultaneously by means of two rotating discs, and Travel Time, which indicates a second time zone by means of an additional hand. While variations of these have been in the Patek Philippe roster for decades, the stunning new Alarm Travel Time 5520P, suggests that the brand is still very much dedicated to pushing the limits of this technology.

"Patek Philippe is one of the most prestigious watchmakers in the world, and they are proud to be a family-owned business just like Humbertown Jewellers," says Ferit Tecimer, Humbertown Jewellers' owner. "We were privileged to be chosen as the only retailer in North America to host the Museum Collection, and we wanted to hold this event as a thank you to our valued Patek Philippe customers for their continued support."

Standing amidst the glass museum cases displaying 29 exceptional watches, Humbertown Jewellers' team of white-coated Patek Philippe technicians were on hand to serve as tour guides to the collection. In addition to their expertise, multimedia screens and magnified displays revealed watch movements in fine detail, all the better to fully appreciate the expert craftsmanship that goes into each one.

Alongside authentic airline trolleys loaded with canapés, Le Voyage also featured Patek Philippe postcards and a photo booth which transported its subjects to exotic destinations by way of a green screen. The journey continued as guests were guided through a full-sized replica of an airplane door, where a multi-course meal—preceded by mixed nuts, naturally—awaited. It was a significant improvement on the average airplane meal, but then again, this was no ordinary voyage.

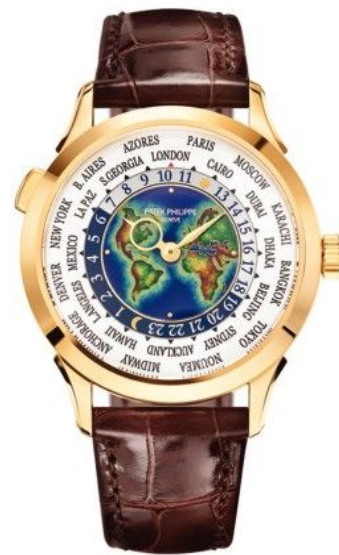




7300/1200 A



5520 P



5231 J



5212 A





KEIRA KNIGHTLEY

CHANEL



THE NEW J12

IT'S ALL ABOUT SECONDS

NEW SELF-WINDING MANUFACTURE MOVEMENT

HIGHLY RESISTANT CERAMIC WATCH. SWISS MADE. 5-YEAR WARRANTY.

PANERAI

LABORATORIO DI IDEE



*the first mechanical watch case made of bulk metallic glass

SUBMERSIBILE BMG-TECH™

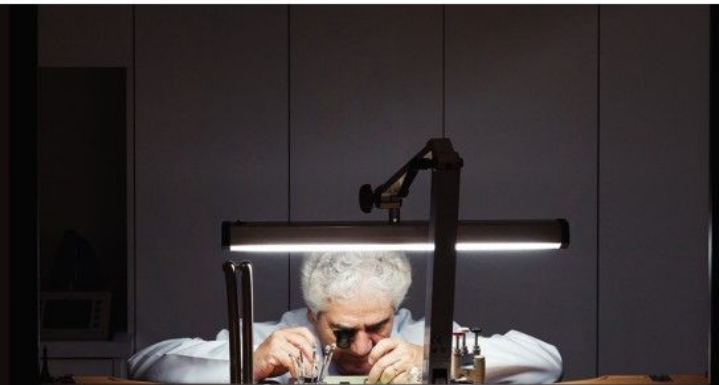
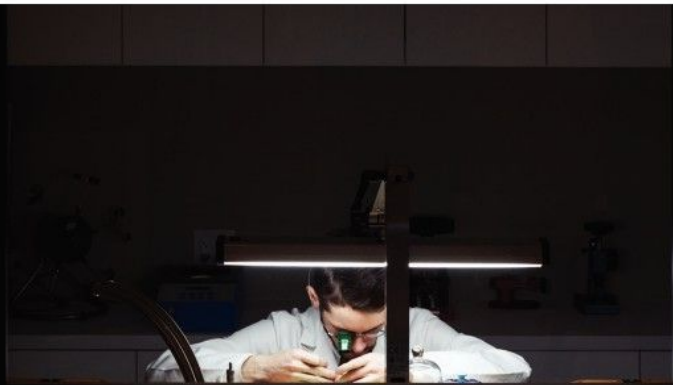
A PIONEERING INNOVATION MADE FOR MODERN HEROES

CARING FOR YOUR WATCH

HOW TO KEEP YOUR FINE TIMEPIECE RUNNING SMOOTHLY

Like a high-performance car, a watch requires regular maintenance to keep it in good working order. Just as you'd take your car into the mechanic for a routine check-up, your watch should have a thorough service every 3-5 years, depending on its age. "The thing we always mention is that a watch is one of the only objects we interact with in our daily lives that's running 24-7," says D. Alex Meeks, one of Humbertown Jewellers' in-house watchmakers. "Your car is only running when you drive it, but your watch is always running. It's amazing." Alongside Gabor Juhas, a master watchmaker with 50 years of experience (24 of them at Humbertown Jewellers), Meeks is a font of knowledge when it comes to mechanical watches, and is happy to explain the details of his work.

Once disassembled, each piece of the movement is cleaned in a special solution using ultra-sonic waves, before being carefully inspected. If any parts are showing signs of wear, these may be replaced. Your watch is then lubricated, reassembled, and calibrated to ensure accurate timekeeping. The case and bracelet are also inspected, cleaned and polished to a showroom shine before being reunited with the movement and sealed once again. After all of this is complete, the final step of the operation is a week-long test period to ensure your watch is running smoothly and accurately. As part of this test, the watch is kept running in various positions, while complications like chronographs, calendars and moon phases are all closely monitored for accuracy.



When you bring your watch in for a service, the watchmakers begin by completely disassembling it. Since some watch movements contain hundreds of tiny components, this is a highly delicate and specialized task. "It's a very complex and lengthy procedure for each watch," says Meeks, who receives extensive training from each brand carried by Humbertown Jewellers. While many of the devices we rely on on a daily basis are assembled by robots, servicing a watch is still something that only a human can do. "Just the number of operations that have to be performed, and the attention that has to be given to each one, makes this something that needs to be done by a person," Meeks adds.

The advantage of bringing your watch to Humbertown for its regular service, Meeks says, is that you know exactly who's going to be caring for it, and can be assured of the same kind of personal attention that you receive as a customer. "One of the great things about having your watch serviced at Humbertown Jewellers is that the whole process, start to finish, is done by a single watchmaker," he says. "There's a certain level of pride that goes into it."



A NEW LOOK FOR HUMBERTOWN JEWELLERS

OUR EXPANDED STORE MEANS AN IMPROVED CUSTOMER EXPERIENCE



Alongside our desire to make our customers feel at home, it was also important for us to create a retail space befitting the beautiful and rare watches and jewellery we are proud to sell. Through architectural details and exquisite materials, we made every effort to create an oasis of luxury and comfort for our customers as well as a beautiful showcase for our products. Cherry-paneled walls, vaulted ceilings and hidden cove lighting are but a few of the standout details that you will find at our expanded retail space, all of which contribute to a warm and intimate experience.

Because we believe that Humbertown Jewellers is only as good as our people, the expanded store offers a larger retail floor and a much larger watchmaking studio. This gives our knowledgeable sales team and watchmakers more room to do what they do best, and provide you with fantastic customer service on every visit.

We understand that making a watch or jewellery purchase can be a daunting experience, so the design of our expanded store is intended to make your next visit to Humbertown Jewellers as stress-free as possible. With a collection of small boutiques set apart within the larger retail space, our new floor plan is intended to allow customers to have unique and meaningful experiences with each of the brands we sell. Like villages within a city, this allows us to offer you the benefits of personalized service as well as an expanded selection of products from the world's top brands.

While we strive to keep many things the same at Humbertown Jewellers (our high standard of customer service and our world-class selection of watch and jewellery brands, for example), we are always working to improve. As such, the expansion of our store gives us more space to serve you better than ever.

As a family business dedicated to building long lasting relationships with our customers, we looked at the expansion of Humbertown Jewellers as an opportunity not just to improve the appearance of the store, but the way it feels to our customers as well. In pursuit of this goal, we approached the project with a more personalized customer experience in mind. This meant taking every opportunity to create a welcoming atmosphere where customers will feel comfortable to spend time experiencing our products and chatting with our knowledgeable team.

Expanding our store by 1,100 square feet is an opportunity to offer both an improved selection of products and an enhanced customer experience.



A HIGHER VISION



SANTOS-DUMONT WRISTWATCH
Cartier Paris, 1912
Cartier Collection

Conquer the skies, lift one's spirits and fight the force of gravity: the daring legacy of aviator Alberto Santos-Dumont soars over the new Santos de Cartier collections.

They perpetuate the spirit, style and thirst for altitude held by men who change the world, just like Alberto Santos-Dumont.

Simplicity. Practicality. Innovation. These were the three major principles of Alberto Santos-Dumont, the aviation pioneer who ordered the first modern wristwatch from Louis Cartier in 1904. Its wrist-mounted position meant it could be consulted during flight.

Its pure design, square dial with intentionally visible screws, and ergonomic strap that encouraged free movement immediately revealed its forward-thinking nature.

It is the watch of a man who set his sights high, designed over 22 flying machines, presented countless patent applications and risked his life during every test flight. A man who donated part of his profits to charity and who invented a practical yet elegant wardrobe.



"I fly to escape society and think."
Alberto Santos-Dumont



IWC PILOT'S. ENGINEERED FOR NEW HORIZONS.



Big Pilot's Watch Edition "Le Petit Prince". Ref. 5010: 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 timepiece 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 52110-calibre movement with its seven-day power reserve. Time enough to forget time and follow the dream-like journey of the little prince.

Mechanical IWC-manufactured movement 52110 calibre · Pellaton automatic winding · 7-day power reserve · Power reserve display · Date display · Central hacking seconds · Soft-iron inner case for protection against magnetic fields · Screw-in crown · Sapphire glass, convex,



antireflective coating on both sides · Special back engraving (figure) · Water-resistant 6 bar · Diameter 46.2 mm · Stainless steel · Calfskin strap by Santoni

IWC
SCHAFFHAUSEN

CLASSIC STYLE FOR WOMEN OF MODERN TIMES

A timeless beauty, with a wisdom beyond her years, a glint of a smile, and sparkle in her eye. She's someone to be remembered and will never be forgotten. Like the jewellery she wears, she has a classic style in modern times.

"We all move forward when we recognize how resilient and striking the women around us are."

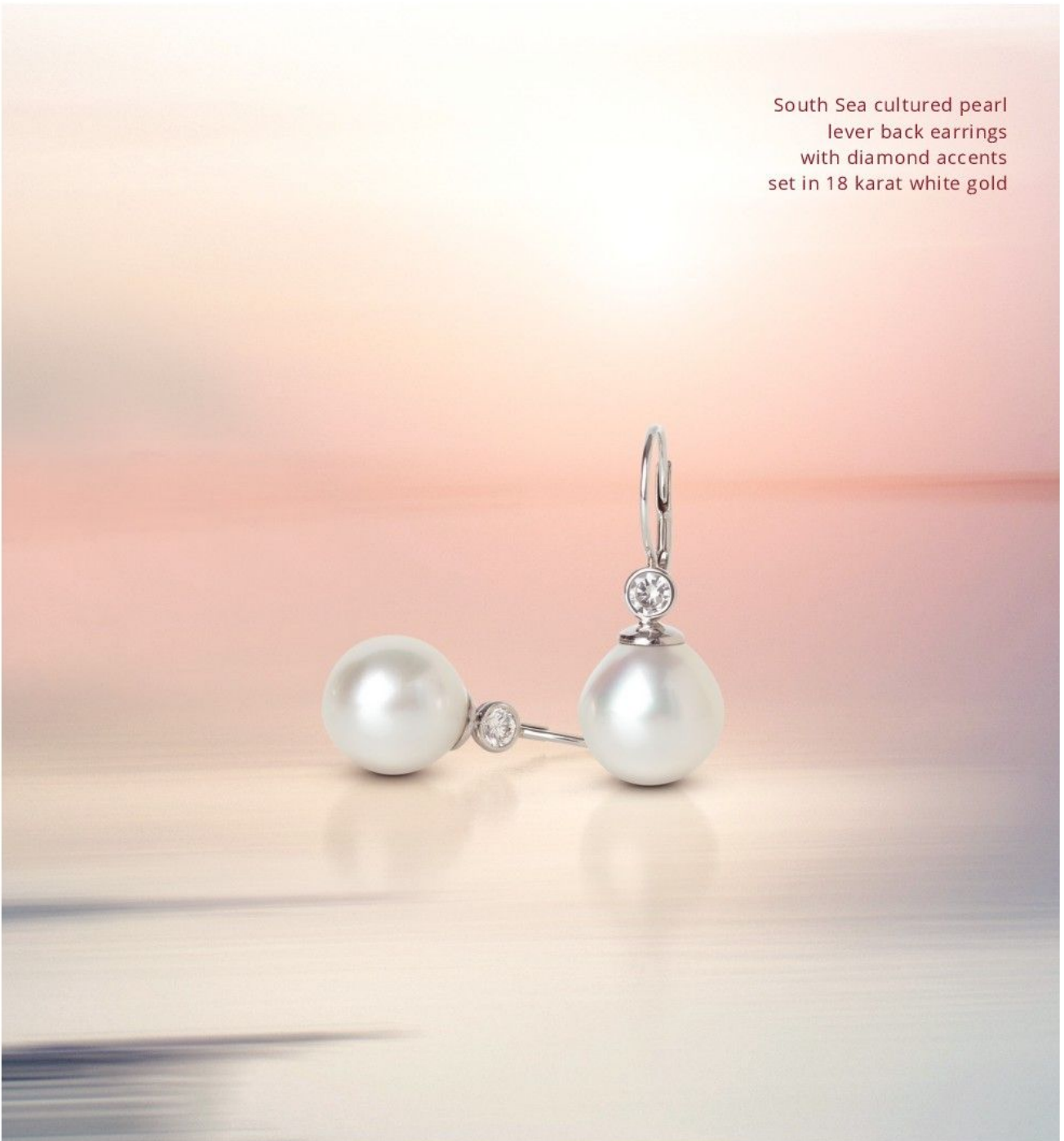
- Rupi Kaur





Indulge in a South Sea cultured pearl necklace, with pearls ranging in size from 13-17 mm, finished with an 18 karat white gold clasp and pavé set diamonds.

South Sea cultured pearl
lever back earrings
with diamond accents
set in 18 karat white gold



CLASSIC PEARLS

Women of Inspiration: Jackie Kennedy & Michelle Obama

Whether it's Kennedy or Obama, pearls remain for the woman of power and presence. Adorning the neck in a strand or hanging elegantly as earrings, the lustrous white brings attention to the woman, equal parts strength and grace, enhancing her beauty while she takes on the world.



There is no better way to celebrate endless love than coupling platinum shared claw diamond eternity bands with a milestone marking. Enhance it with 18 karat white gold anniversary band set with ruby and diamond.



THE STACKED RING

Women of Inspiration: Emma Watson & Jameela Jamil

For the modern woman who knows her worth, and who never settles for less, stacked rings are always popular. Seen on the fingers of Emma Watson and Jameela Jamil, who advocate a woman's many facets, rings are elevated with an eclectic mixing of styles, stones, metals and shapes, that flirt with the balance of old and new.



Either worn on their own or layered together to make a bigger statement. Represent your unmistakable taste with assorted diamond eternity bands in 18 karat rose gold, yellow gold and white gold.



For that perfect moment, say I do in elegance with this platinum 3-stone diamond engagement ring and platinum shared claw diamond eternity band.

—HJ—

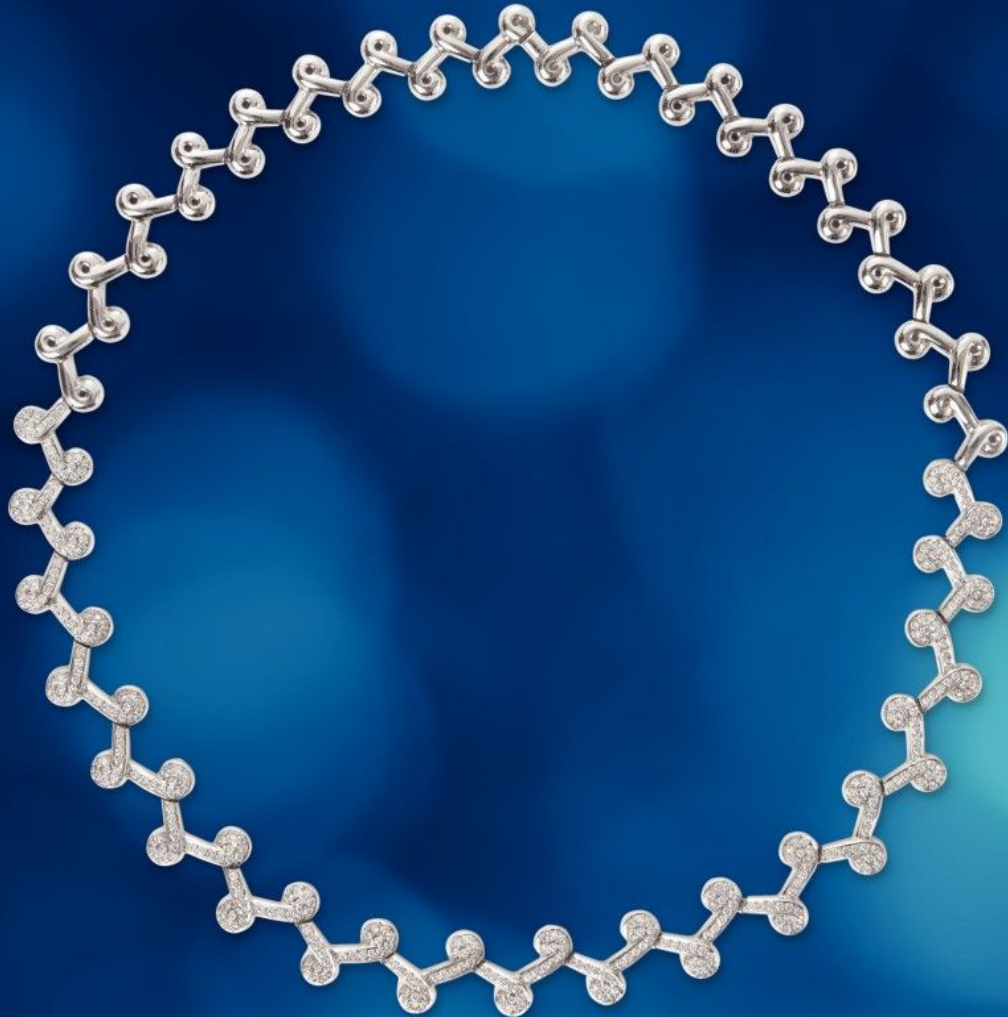


THE FOREVER RING

Women of Inspiration: The Beckhams, Will & Kate

For the vows that happen once and last forever. Just like the marriage, that grows and evolves over time, the wedding ring she wears remains just as relevant and brilliant as ever. Simultaneously classic, and modern, this union belongs to all time for the brides who made the right choice.





An extraordinary necklace that is sure to turn heads, this handcrafted 18 karat white gold necklace features a distinctive scalloped design with a diamond set centre section.

THE BIG EVENT

Women of Inspiration: Audrey Hepburn

The standout piece that complements every outfit, the sparkling centre of every big event, like the woman who wears it. For the fashion icons, the Hepburns reincarnate, whose image will remain forever identified with style and elegance.





This platinum tennis style necklace is designed to perfection, adorned with diamonds ranging from 0.30 to 2.00 carats.

Sought-after fancy yellow diamond with white diamond accents are centre stage in this handcrafted platinum ring.



—HJ—

Add unique coloured stones to your collection, like this ruby and diamond platinum, ballerina style ring.

Embrace magnificent green hues with a platinum emerald and diamond dress ring.

This platinum ring is set with an unheated sapphire centre, with a halo of heart-shaped diamonds.



Colourful and extroverted, flaunt your style with gemstones. As British Vogue once said, at a party one should “wear one on every finger”.

THE COCKTAIL RING

Women of Inspiration: Anna Pavlova & Karen Kain

For the movement makers who have earned their spotlight, highly sought-after coloured diamonds, rich gemstones with unique cuts, like the tutu, declare a flair for drama.



Epitomize modern luxury in an 18 karat rose and white gold cable link bracelet with pavé set pink and white diamonds.



THE CHAIN BRACELET

Women of Inspiration: Serena Williams

A clever play on strength and beauty, for the trailblazers and trendsetters who crave statement pieces that manifest status in a fun, youthful way. Featuring the chain link, the most current fashion trend, as a testament to a woman's wealth.



These delicate hoop earrings are required in every woman's jewellery box. Here, the classic is reimagined with 18 karat rose gold and diamonds.



THE HOOPS

Women of Inspiration: Maya Angelou & Rupri Kaur

For the activists with something to say and who are ready to pass their wisdom on to the next generation. The hoop, poetically circular, signifies endlessness and is encrusted with diamonds, transforming the time-honoured jewellery essential into an exquisite conversation piece.



Sculpturally divine, these 18 karat gold chandelier earrings showcase the brilliance of diamonds in many colours; pink, white and yellow.



THE CHANDELIER

Women of Inspiration: Frida Kahlo & Georgia O'Keefe

For the souls that ignite at the sight of a true masterpiece. Like a Kahlo or O'Keefe, these intricately crafted pieces are unapologetically woman, for those who don't shy away from bold statements painted in diamonds.



A transforming earring, these princess cut diamond studs are set in platinum with halo diamond framing. The removable jacket is a unique feature, offering two different looks in one.



THE DIAMOND STUD

Women of Inspiration: Female Spacewalk Team

For the innovator who appreciates fine details, sees possibility everywhere and whose influence stretches wide, this set of diamond studs features two pieces in one. They are as versatile and glamorous as she is.



A glorious collection of pendant necklaces, for any occasion and every woman:

There's a beautifully monochrome feel to this 18 karat white gold pavé and invisible set diamond pendant.

The 18 karat white and yellow gold clover shaped pendant is set with white and yellow diamonds.

The 18 karat white and yellow gold double halo pendant draws attention to its white diamond centre.





Elegant 18 karat gold octagonal shaped triple halo pendant set with pink and white diamonds.

An 18 karat pink and white gold "unity" pendant means *together forever*, with pavé set white brilliant cut diamonds.

DELICATE PENDANTS

Women of Inspiration: Jane Austen & JK Rowling

Among the oldest recorded types of ornament, delicate pendants hang above a woman's heart. For those with a modern but romantic view of the world, updated styles that accentuate who they are as women, both tenderly loving and unwaveringly strong.






JAEGER-LECOULTRE
HOME OF FINE WATCHMAKING SINCE 1833

Polaris Date.
Manufacture movement 899A/1.

THE NEW JAEGER-LECOULTRE POLARIS DATE LIMITED EDITION

LAUNCHING EXCLUSIVELY IN NORTH AMERICA

Following the successful launch of the Jaeger-LeCoultre Polaris collection at the Salon International de la Haute Horlogerie in Geneva last year, the Grande Maison is extending the Polaris line with a special new creation: the Jaeger-LeCoultre Polaris Date. Produced in a limited series of 800 pieces, the new Jaeger-LeCoultre Polaris Date combines the Manufacture's high-watchmaking expertise with contemporary proportions, vintage design motifs, and several important aesthetic changes.

A new watch with classic appeal

Drawing inspiration from the 1970 Polaris II, the Jaeger-LeCoultre Polaris Date features a new hand-lacquered, blue double-gradient dial with sunrayed, grained and opaline finish, unique to this special model. The central disc and main dial now each incorporate a shimmering, colour-change effect—from deep turquoise to a brilliant shade of royal blue. The blue rubber Clous de Paris strap, also unique to the model, is colour-matched to the inner bezel, which, like the original Memovox Polaris and Polaris II, rotates for added functionality.

Keeping with the signature look of the Polaris collection, the Jaeger-LeCoultre Polaris Date is instantly recognizable thanks to its elongated Arabic numerals, trapezoidal hour markers, and baton-style hands. These elements are each treated with Super-LumiNova™ to provide maximum legibility in low-light scenarios. For this application, the luminescent coating is vanilla-tinted, another nod to the famed Polaris watches of the 1960s and 1970s. Still, the Jaeger-LeCoultre Polaris Date is a fundamentally modern creation. Hewn from stainless steel, the case measures 42mm in diameter and has two prominent crowns—one to adjust the time, the other to control the aforementioned rotating bezel. Incorporating brushed and hand-polished surfaces, the case's graceful appearance belies its real-world sporting credentials, as the Jaeger-LeCoultre Polaris Date is water resistant to 200 meters.

Inside, a self-winding mechanical movement delivers all the precision and craftsmanship one would expect from Jaeger-LeCoultre. The in-house Calibre 899A/1 faithfully keeps the seconds, minutes, hours, and date (displayed through a dedicated window at the three o'clock position) while offering a power reserve of 38 hours. It's secured by a closed



caseback, which has four special engravings, including a SCUBA diving insignia, the Jaeger-LeCoultre crest, and the phrase "1000 HOURS CONTROL", denoting the assembled watch has undergone 1,000 hours of testing before leaving the Manufacture in the Vallée de Joux, Switzerland. Finally, the words "Limited edition - One of 800" are inscribed near backing's outer edge.

An evolving tradition

The Jaeger-LeCoultre Polaris Date is the latest addition to the Jaeger-LeCoultre Polaris collection, which is inspired by the iconic Memovox Polaris. This historic model was developed at the suggestion of the American market, and produced between 1965 and 1968. Today, the original Memovox remains synonymous with adventure and technical innovation, as it introduced a revolutionary amplified underwater alarm function for divers. The watch is also remembered for its distinct, sophisticated design code: a three-ring concentric dial layout, rotating inner bezel, and multi-crown case. The new Jaeger-LeCoultre Polaris collection pays homage by continuing to carry these visual elements, but has been entirely redesigned for the modern era, with shorter lugs, a slimmer bezel, ergonomic crowns, and a sapphire glass box crystal.



One is sure to dazzle in this 18 karat white gold cushion shaped link bracelet with white and pink pavé set diamonds.



—HJ—



10.08am on Fifth Avenue.
N 40° 43' 53.1" W 73° 59' 49.1".

FREAK

Laboratory on the wrist

ULYSSE NARDIN
SINCE 1846  LE LOCLE - SUISSE

PATEK PHILIPPE AT BASELWORLD 2019

AN EXCELLENT VINTAGE, CROWNED WITH TWO NEW COMPLICATED WRISTWATCHES

In keeping with its Baselworld tradition, Patek Philippe is unveiling a selection of 15 debuts – 10 new watches for men, 5 for ladies – that enrich the manufacture’s current collection in a coherent and balanced presentation on the occasion of the industry’s annual rendezvous.

A new self-winding grand complication introduces a technical innovation: The **Ref. 5520P-001 Alarm Travel Time** in platinum combines the exclusive two time zones mechanism with a 24-hour alarm that strikes a classic gong. This quintessential globetrotter’s watch is endowed with a fully integrated movement for which four patent applications were filed.

Patek Philippe is also presenting a debut in the calendar watch segment: Apart from the day of the week and the date, the weekly calendar mechanism also displays the week number. The **Ref. 5212A-001 Calatrava Weekly Calendar** in stainless steel features a totally new self-winding base movement with an optimized performance spectrum.

Additionally, the manufacture aesthetically evolved several **flagship models in its men’s collection**, endowing them with new and unique looks. The Grandmaster Chime is Patek Philippe’s most complicated wristwatch (20 complications); it combines mechanical prowess and elegance in a white-gold version with two blue opaline dials (Ref. 6300G-010). The self-winding Ref. 5078 minute repeater salutes Rare Handcrafts, highlighted in a white-gold model with a black enamel dial decorated with volutes and arabesques (Ref. 5078G-010). The World Time watch that depicts a map on its cloisonné enamel dial is housed in a newly designed yellow-gold case (Ref. 5231J-001). An inimitable look: the Annual Calendar Regulator is cased in rose gold, featuring a two-tone dial in charcoal gray gradated to ebony black (Ref. 5235/50R-001). A manifestation of classic design (column wheel, horizontal clutch, manual winding), the chronograph has a new case with vintage nuances and a reworked dial (Ref. 5172G-001). The Annual Calendar Chronograph comes in rose gold with a brown sunburst dial (Ref. 5905R-001). The stainless steel Nautilus with an Annual Calendar and moon phases emphasizes casual elegance with a new blue dial (Ref. 5726/1A-014). Cased in white gold, the Aquanaut “Jumbo” underscores its youthfully dynamic style with a model in khaki green (Ref. 5168G-010).



REF. 5520



The **ladies' watches** also stand out with many refined enhancements. The self-winding Nautilus for ladies in stainless steel with a diamond-set bezel leverages its presence on the wrist with a slightly larger diameter and new dial colours (Refs. 7118/1200A-001, 7118/1200A-010, and 7118/1200A-011). The self-winding ladies' Nautilus in rose gold melds casual appeal and elegance in two new models with plain bezels and silvery opaline as well as golden opaline dials (Refs. 7118/1R-001 and 7118/1R-010). The unique diamond setting on the Patek Philippe Diamond Ribbon Joaillerie wraps around the case like the ribbon of a floor gymnast; the spiral composed of brilliant-cut diamonds on the dial receives new prominence in a slightly enlarged white-gold model (Ref. 4978/400G-001). The Calatrava Haute Joaillerie with a plumage engraving on its mother-of-pearl face redefines the harmony of white and blue by interspersing diamonds and blue sapphires (Ref. 4899/901 G-001). The Twenty-4 Automatic is the latest addition to Patek Philippe's range of ladies' watches. A new haute joaillerie version in pink gold manifests timeless elegance with diamonds set in random pavé configurations.

By keeping endearing traditions alive, Patek Philippe also pays tribute to **Rare Handcrafts** such as manual engraving, cloisonné enamel, miniature painting on enamel, enamel on faience, wood micromarquetry, etc. These skills are exemplified in a stunning collection of more than 50 pocket watches, wristwatches, and dome table clocks – vibrant examples of the pinnacle of craftsmanship.



REF. 5212

THE FINAL FRONTIER

ROLEX CONTINUES TO PUSH THE BOUNDARIES OF
UNDERSEA EXPLORATION



DEEPSEA SPECIAL 1960

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Of all of the places on the planet that have been mapped, charted and discovered by humans, the ocean remains the least explored. Whether diving in the frigid waters beneath the polar ice-caps or plunging to the ocean's farthest depths in high-tech submersibles, Rolex has been on the leading edge of the quest to uncover these hidden places for more than half a century.

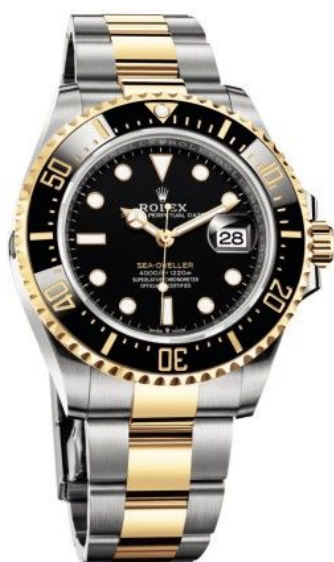
Rolex's obsession with creating the world's best undersea watches began in the 1920s with the invention of the world's first waterproof wristwatch, the Oyster. This watch's hermetically sealed case would prove its value in 1927 when pioneering swimmer Mercedes Gleitze wore one on her swim across the English Channel. The watch triumphantly emerged on the other side without losing a beat, but Rolex was just getting started. In 1953, the brand made history again with the launch of the Oyster Perpetual Submariner, the first watch that was waterproof to 100 metres. Thanks to a rotating bezel designed to help divers calculate their remaining air supply, it quickly became an essential tool for the rapidly advancing field of SCUBA diving, and remains the dive watch against which all others are measured to this day.

Over the decades that followed, as SCUBA and submersible technology rapidly improved, Rolex's

undersea watches continued to earn their place on the wrists of the world's most intrepid divers. In 1960, when Jacques Piccard and Don Walsh piloted the Bathyscaphe Trieste to the deepest point on earth, the Challenger Deep, Rolex was on board. Strapped to the Trieste's hull was the Rolex Deep Sea Special, a specially-designed Oyster, which emerged from its trip to the sea bottom in perfect working order.

Rolex continued to improve its dive watches in the years that followed, adding the Sea-Dweller in 1967, and the Deepsea in 2008, rated to an incredible 3,900 meters. In March 2012, when filmmaker James Cameron made his solo dive to the bottom of the Mariana Trench, Rolex was again along for the ride. The Rolex Deepsea Challenge watch, an enhanced version of the Deepsea, descended past 10,000 metres, withstanding atmospheric pressure of up to 12 tonnes.

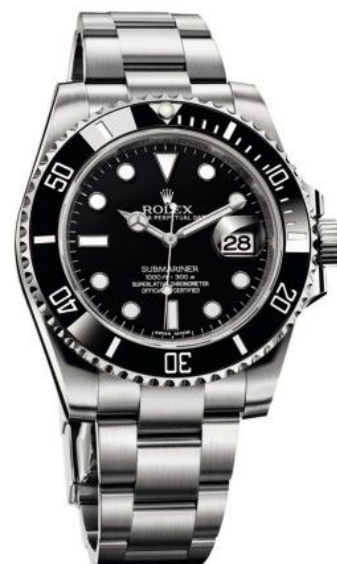
Having created a watch that can keep perfect time at the farthest depths of the ocean, Rolex has recently embarked on a bold new venture. In 2019 Rolex launched the Perpetual Planet campaign, a partnership with the National Geographic Society and legendary oceanographer Dr. Sylvia Earle aimed at gathering climate data and protecting the ocean's threatened ecosystems. With 80% of the ocean still unexplored, ensuring its continued health may be Rolex's most important challenge yet.



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SEA-DWELLER**



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SEA-DWELLER DEEPSEA**



**ROLEX
SUBMARINER DATE**



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Elegance is an attitude

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