

Humbertown Jewellers

MAGAZINE





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TUDOR

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A hallmark of TUDOR divers' watches since 1969



Manufacture calibre

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39 millimetre case
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BLACK BAY FIFTY-EIGHT

WELCOME

to Humbertown Jewellers

In a year defined by big changes, there is nothing more reassuring than familiarity. With an experienced staff, an unsurpassed selection of Swiss watches and luxury jewellery, and comprehensive safety measures in place, family-owned Humbertown Jewellers continues to serve its community as it has for the last four decades.

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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.

THE TECIMER FAMILY

Ferit Tecimer and his family are proud to continue his legacy in the jewellery business



“The most important thing in this business is trust. You don’t earn trust in a few days; it takes years and years.”

Along with the store’s dedicated staff, the close-knit Tecimer family is the heart and soul of Humbertown Jewellers. In addition to founder Ferit Tecimer, his children Sandy and Daniel Tecimer are an important presence behind the scenes at Humbertown Jewellers. While both Sandy and Daniel maintain successful careers outside of Humbertown Jewellers – Sandy is a doctor and Daniel works in finance – the family business remains close to their hearts. “They bring new perspectives and they give me advice about the store as we grow and expand,” says Ferit. “Then someday I hope my grandchildren will be able to do the same thing and help to take Humbertown Jewellers to the next generation.”

THE FOUNDER: FERIT TECIMER

After more than 40 years in business, Ferit remains dedicated to serving his customers, his community and his family

"Jewellery is in my blood," says Humbertown Jewellers' owner Ferit Tecimer. Born in Istanbul to a family with a 200-year legacy in the jewellery business, he is not exaggerating.

Ferit started working alongside his father at eight years old and has been devoted to the jewellery business ever since. After completing an advanced degree in architectural engineering while running his own store in Istanbul, Ferit immigrated to Canada and opened Humbertown Jewellers in Etobicoke in 1980.

"I started with a very small business and made it bigger and bigger," he recalls of his humble beginnings. "I didn't want to do something I could not afford, so I did what I could afford, and did it the right way."

Ferit's architectural training, he says, also helped him stand out as a jeweller. "Believe it or not my training as an architect helps a lot," he says. "Architecture is a discipline with a structural part and an artistic part. The structural part helps me to work on the function of a piece, and the artistic part helps me make it into something beautiful."

Over the last four decades, Ferit has grown Humbertown Jewellers from a modest storefront into a 2,000



square foot luxury boutique that is one of the leading jewellery retailers in Canada. Ferit attributes this success to building strong relationships with his customers that often span generations.

"When I started here I had young customers; then their children got married and they came, and now their grandchildren are growing up and they are my customers, too," he says. "The most important thing in this business is trust. You don't earn trust in a few days; it takes years and years."

For Ferit, the most important things in his life are his family, his business and his community. Just as in his own childhood in Istanbul, Ferit's children Sandy and Daniel grew up spending time with their father at work, learning the jewellery business. While they both enjoy their own successful careers outside of the store, they remain an integral part of Humbertown Jewellery's operations.

"Every Sunday we have brunch as a family, and after family time the adults will discuss plans for the business," Ferit says. "This way the grandchildren are also exposed to these

conversations, just like I was as a child. And even though they aren't directly involved, they listen and they learn about the business. Now some of the older grandchildren are starting to come to the store on weekends and after school, and they are continuing to learn."

As a proud Canadian, and a long-time Torontonion, Ferit and his family are dedicated to supporting community organizations such as SilverCreek Pre-School and St. Joseph's Health Centre and charitable initiatives like the Princess Margaret Hospital's Fight to End Cancer Campaign.

"Giving back to the community is very important to us," says Ferit. "We have been successful because of the support of our community, and we want to contribute in every way we can."

After decades spent learning his trade, growing Humbertown Jewellers into a thriving business and forging lifelong bonds with his customers and community, Ferit remains as dedicated as ever to his work - although he might not call it that. "I enjoy what I'm doing every day," he says. "It doesn't feel like work."



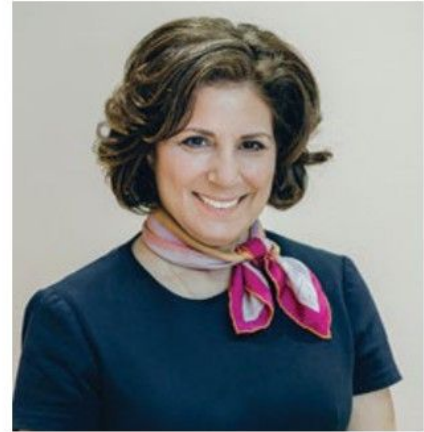
THE EXTENDED FAMILY
The Humbertown Jewellers team



Weaam Harrak



Fei Zheng



Carla Ridolfo



Darren Stringer



Ferit Tecimer
President



Christie Au Yeung



Vivian Huynh



Aiko Meng



Gabor Juhas

THE HUMBERTOWN JEWELLERS COMMUNITY

From the loyal customers to the hardworking team, people make all the difference.

We all visit countless retail shops and businesses throughout our days, but few of them leave a lasting impression. Why is this? The answer is simple: It's all about the people. At Humbertown, the Tecimer family has been committed to forging lasting personal relationships with its customers and its team since day one. As a result, when you come to Humbertown Jewellers, whether you are a first-time customer or a longtime patron, you can expect the same warm welcome and high level of attentive service.

Many businesses claim to be devoted to their customers, but Humbertown Jewellers goes above and beyond at every opportunity by anticipating customers' needs, giving them honest sales support and above all, earning their trust. This is the reason why customers come back not just year after year, but generation after generation.



A very special and heartfelt thank you

Ferit, the Tecimer family and the team at Humbertown Jewellers are thankful for the service and friendship of Douglas Youngson (for 40 years), and Brian Douglas (for 25 years). We wish them all the best in their retirement, and will always consider them to be part of the Humbertown Jewellers family.

Q&A

WITH THE HUMBERTOWN JEWELLERS COMMUNITY



Dr. Rajiv Gupta and Dr. Mahin Baqi

How has this relationship grown over the years?

Rajiv: *I have a watch that inherited from my father and it holds a tremendous amount of sentimental value to me. I took it to Ferit, and he looked after the watch and he looked after me. Since then, the relationship I have had with Ferit has only blossomed.*

What's unique about your relationship with Humbertown Jewellers?

Mahin: *The Tecimers are very family-oriented and that's a bond we share. The fact that we live in the same neighbourhood means we see them frequently when we're out walking our dog, Harvey. We know Sandy and Daniel and their spouses, and Sandy's daughter calls us "Harvey's people." That's something you don't get from other retailers.*

SWISS MADE, SPY-TESTED

The new OMEGA Seamaster Diver 300M 007 Edition was designed with help from Daniel Craig himself



When it comes to the world's most famous watches, it doesn't get any more high profile than the ones worn on screen by James Bond. As the official watch brand of the blockbuster movie franchise since 1995, OMEGA has played a supporting role in some of Agent 007's most iconic films, from Pierce Brosnan's *GoldenEye* through Daniel Craig's star-making debut in 2006's *Casino Royale*. This tradition continues in the forthcoming *No Time to Die*, with a new special edition OMEGA Seamaster created for one of 007's most anticipated films yet.

To live up to the excitement surrounding *No Time to Die*, which will be Craig's final appearance as Bond, OMEGA's challenge was double: first, the brand needed to create a functional timepiece tough enough to withstand being worn on the job by the world's greatest secret agent. Second, it also needed to look sharp enough to fit in with Bond's wardrobe of tailored Savile Row suits and luxury sportswear.

While OMEGA has been making watches for Bond films for 25 years now, to create the perfect watch for *No Time to Die*, the brand went directly to the source for help, working closely with Daniel Craig to refine the watch's design. "When working with OMEGA, we decided that a lightweight watch would be key for a military man like 007," says Craig. "I also suggested some vintage touches and colour to give the watch a unique edge. The final piece looks incredible."

The result of this collaboration is the new Seamaster Diver 300M 007 Edition. It has the look and performance of a professional OMEGA diver's watch, with enough unique detail in its design to satisfy the most discerning Bond fan. Per Craig's input, the 42 mm case and mesh bracelet are both crafted from Grade 2 Titanium, making the watch light enough for comfortable all-day wear and strong enough to withstand the knocks of daily life (whether or not your daily life involves dangling from helicopters on occasion). Adding to this unique appearance are a "tropical" brown aluminum dial and bezel ring, whose looks are accentuated by vintage Super-LumiNova applied to the diving scale, blackened hands and indexes.

The inside of the watch is remarkably beautiful, featuring the self-winding OMEGA Co-Axial Master Chronometer Calibre 8806 movement, which has achieved the industry's highest standards of precision, chronometric performance and magnetic resistance. True to James Bond's military background, the Seamaster Diver 300M 007 Edition is also available on a striped NATO strap in dark brown, grey and beige, with the added authenticity of "007" engraved on the loop. Currently available ahead of the film's anticipated release in 2021, the watch will be presented in an exclusive brown fabric pouch. Created for the world's greatest spy with help from the actor who played him, this new Seamaster offers a rare opportunity to own a piece of cinematic history.





Will Gonell and Andrea Cook-Gonell

What role does trust play in your relationship with Humbertown Jewellers?

Andrea: *Mr. Tecimer and Humbertown Jewellers have been a part of my family for my whole life. My dad went there, my mom went there, and now we go there. Mr. Tecimer and his staff have always been our people and I don't know why we would go anywhere else.*

How has this relationship grown over the years?

Will: *I was introduced to Ferit by Andrea and I instantly felt like I was part of the family. Ferit played an important role in helping me feel comfortable when selecting the perfect milestone gift for my wife. Our youngest daughter loves to visit the store and Ferit lights up every time he sees her. That isn't an experience you have at just any jewellery store.*



Totti and Yvonne Wu

What role does trust play in your relationship with Humbertown Jewellers?

Totti: *Trust is the foundation of our relationship. Without trust, it doesn't work. We trust Humbertown Jewellers like family. They are very helpful and I feel comfortable there. It's very unique.*

Yvonne: *It's a long-term relationship, and we believe it will be ongoing for the next generation, too, because my son really likes the watch that we bought.*

What's the importance of family to you?

Totti: *Family is always the first priority, as is passing along family values to the next generation.*

J12: 20 YEARS

Twenty years of audacity, twenty years of success.
Twenty years of an incomparable watchmaking journey.

From the outset, the J12 transformed ceramic into a precious material and rewrote two hundred years of history to redefine the standards of feminine watchmaking. Jacques Helleu, the artistic director of CHANEL at the time, created this piece to fulfill his own desires. He wanted a beautiful yet different watch.

He did not simply design a watch, he created a legend. Revolutionary, the J12 was immediately crowned the first watchmaking icon of the 21st century. From the beginning, the J12 has drawn its inspiration from this irrepressible desire to shake up the codes by combining a unique artistic approach and exquisite technical expertise, by being daring and innovative. The J12 captures the spirit of the time like no other. It craves innovation and inspiration and showcases it.

The secret of its infinite creativity lies here in this initial act of design, in the perpetual back and forth to make it timeless and in the inherent science of movement.

Fashion and watchmaking.
Allure and modernity.
Beauty and complication.

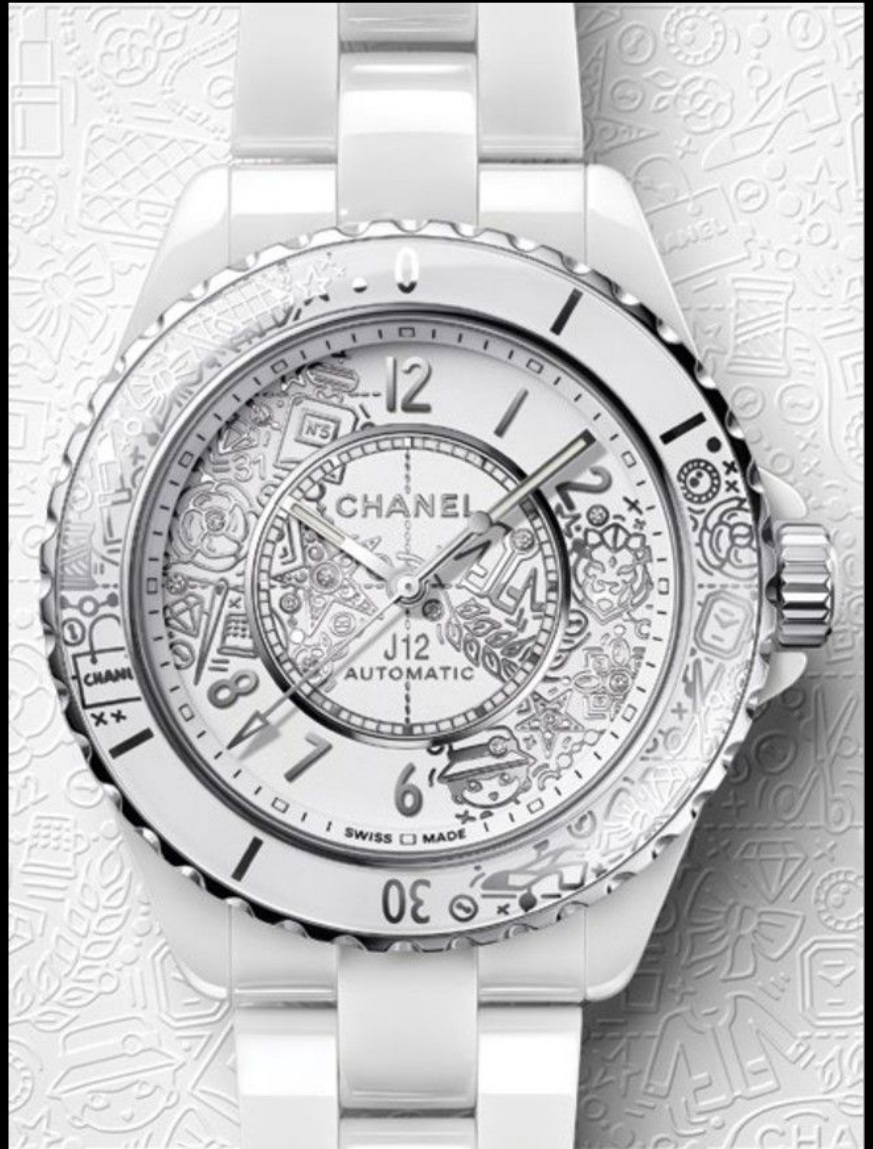
In 2019, Arnaud Chastaingt, Director of the CHANEL Watchmaking Creation Studio, gave the J12 a makeover without really touching the identity that

created its legend and success. At the dawn of its 20th anniversary, the J12 wants to grow without losing any of its audacity. To be rejuvenated without abrading the identity that made all its successes.

Its bezel is refined to open up the dial; the number of notches on the bezel is increased; the typography of its numerals is redesigned; the width of its crown is reduced; and the thickness of its case is ever so slightly increased. The silhouette of the J12 is transformed. Neither quite the same, nor quite another.

Its profile is softened and its silhouette is stronger. Its dress changed. Its heart too. This is the new J12. The J12 now has a one-piece ceramic case equipped with a sapphire crystal so the new 12.1 calibre movement can be seen to be admired. The calibre 12.1 is exclusively designed and developed by Kenissi, a high performance Swiss manufacturer in which CHANEL owns a stake. CHANEL received an award the same year for the J12 calibre 12.1 watch, during the Grand Prix d'Horlogerie de Genève ceremony, in the Ladies' category.

For its 20th anniversary, the J12 wants to play. It takes twenty symbols and references from the Maison CHANEL: a 2.55 bag, a camellia, a bottle of N°5 perfume and even a tweed jacket. It becomes the J12•20. Punctuated with 12 diamonds, these polished rhodium-plated motifs are found on its bezel and dial. Sublime irreverence to sign the absolute freedom of this edition, limited to 2020 pieces.



NEW STORE, SAME FAMILY

Humbertown Jewellers enters a new era of elegance, and couldn't have done it without you

Humbertown Jewellers is proud to announce the completion of the expansion to the store, which is the realization of a decades-long dream for Ferit Tecimer and his family. The new store now occupies more than 4,000 square feet, and includes a CHANEL boutique, a Cartier Espace and a Rolex Corner. The family can honestly say they have never been prouder of the store, and especially of the people who have made it what it is today. This expansion is the latest chapter in a story of dedication, community and, most importantly, family.

Every generation dreams of leaving a legacy for future generations to enjoy, and this is especially true for Ferit Tecimer, who opened Humbertown Jewellers nearly forty years ago in the same Etobicoke location where it now stands. Back then, Ferit was a recent immigrant to Canada, and Humbertown Jewellers was a humble 600 square foot storefront with a small selection of entry-level watches and a few modestly-priced jewellery pieces.



Ferit was dedicated to his craft and determined to grow his small shop into something great. Over the next four decades, he moved closer to his dream with each new product line and each incremental expansion of Humbertown's retail space. Little by little, entry-level watch brands were replaced by Switzerland's best watchmakers, and Ferit's jewellery creations were joined by those from some of the world's finest luxury brands.

As Humbertown Jewellers has grown, so has the Tecimer family, which remains a vital part of the business today. None of this success, however, would have been possible without the loyal community of customers who have watched the store grow over the years, introduced friends and relatives, and become like family. As this new chapter of the Humbertown Jewellers story begins, it celebrates Ferit Tecimer's dream of building a thriving jewellery business from the ground up, but most importantly the community that has helped the business become what it is today.

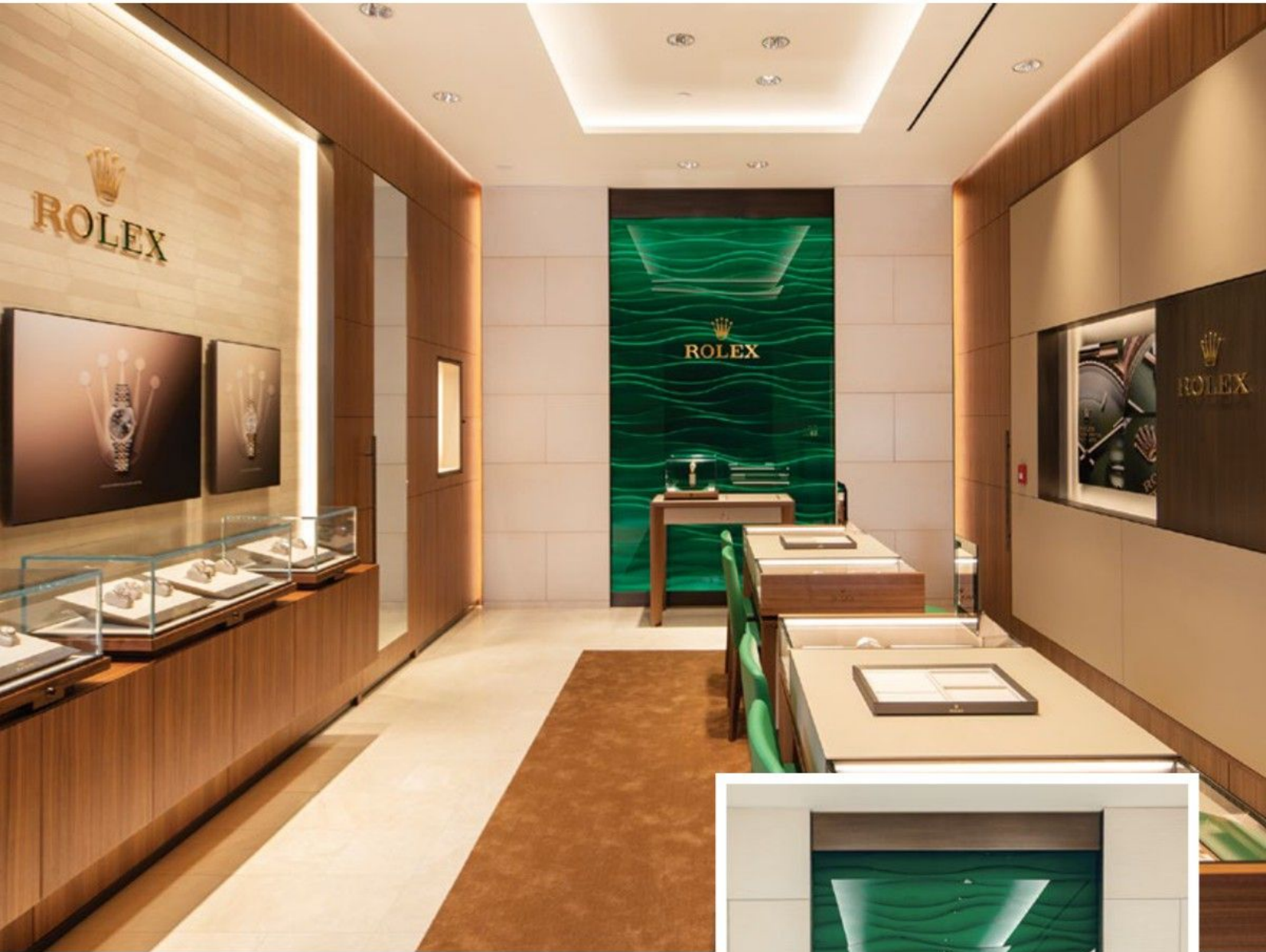
The Tecimer family and staff look forward to serving you in our newly renovated space for many years to come.





CROWN JEWELS

A new way to shop for Rolex at Humbertown Jewellers



There has never been a better time to shop for a Rolex at Humbertown Jewellers. Among the many new features of the store's expansion is a newly completed area dedicated exclusively to Rolex watches. With twice as much space as the previous Rolex "shop-in-shop," this area is designed to give visitors an exclusive environment in which to experience Rolex's iconic designs for men and women. In addition to this upgraded boutique within the store, it now also offers a VIP Rolex room where customers can shop for a new watch with in utmost privacy and comfort. In addition to enhancing the Rolex shopping experience, this new space also aids in maintaining social distancing protocols to keep customers and staff safe.





Dr. Alfonso and Beatriz Del Valle

What role does trust play in your relationship with Humbertown Jewellers?

Alfonso: *Trust has been pivotal in our relationship, and makes me always enjoy coming to the store. Sometimes we talk about family, about things in the world or travel, and it's always enjoyable. I feel like family.*

What's the importance of family to you?

Beatriz: *One of the bonds that unites us is the family values that we share. We share profound interest in our families. Family is a very important part of who we are and how we perceive the world.*



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GENEVE



INTRODUCING THE TWENTY~4 AUTOMATIC
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REIMAGINING Precious family heirlooms

A family heirloom is a link to the past, a piece of history and a precious connection to generations gone by. For these reasons, Humbertown's expert team of jewellers is here to help you transform your treasured family heirlooms into modern creations with contemporary style and wearability, ensuring they remain an important part of your family for many years to come. If you can imagine it, they can do it. Future generations will thank you.



ORIGINAL PIECE

This art deco-period watch was a spectacular, one-of-a-kind creation, sparkling with diamonds across its case and bracelet.

REIMAGINED

To make it more easily wearable without sacrificing its allure, the team at Humbertown jewellers transformed the watch above into this handsome diamond sprinkle chain with platinum settings.



ORIGINAL PIECE

This cluster diamond brooch was an heirloom fit for a queen, but its antique form didn't offer its owner many occasions to wear it.



REIMAGINED

Reborn as two full-circle eternity bands, with alternating large and small diamonds in a platinum bezel, it's still worthy of royalty, but can be easily worn any day of the week.

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ORIGINAL PIECE

This treasured emerald and diamond cluster earring lost its partner and lacked a modern touch.



REIMAGINED

The addition of a matching emerald and yellow gold to a contemporary setting, modernizes these drop earrings, which are now ready to be enjoyed by the next generation.

3 DAYS, 19 HOURS, 14 MINUTES

That is how long it took for Howard Hughes to circumnavigate the world and become the fastest man in the air in 1938. He trusted his Longines astronavigation chronometer to determine the position of his airplane at night or over the ocean.



Howard Hughes

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Portugieser Yacht Club Chronograph.

Ref. 3907: A sporty, elegant design, rugged construction, high-level water-resistance and an IWC-manufactured 89361 calibre with flyback functionality: the new Portugieser Yacht Club Chronograph is a winner all the way down the line. A totalizer at "12 o'clock" shows stopped hours and minutes and is easy to read, even in a heavy swell.

The filigree bezel and flat casing ring lend a touch of unmistakable elegance to the 44-millimetre case, and the newly developed stainless-steel bracelet offers optimum comfort in wear. So, whether you make your appearance aboard a yacht or on terra firma, you can be sure your nautically inspired sports watch knows absolutely no compromises.

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IWC
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TIMELESS Elegance

Fashions come and go, but some things are made to last far longer. This selection of exquisite gold, platinum and gemstone pieces will retain their freshness and beauty for generations to come.



Cultured black Tahitian pearls, ranging from 10 to 12.5 mm in size, shimmer with iridescent natural beauty, especially when paired with the matching 12.5 mm black pearl earrings topped with princess cut diamond drops.



A clean, bright and luxurious platinum band makes the ultimate setting for a graceful diamond ring, whether emerald or princess cut, solitaire or trinity.

Nothing says forever like a platinum eternity band surrounded by princess, round brilliant cut or emerald cut diamonds.



Love blooms eternal with this floral pendant necklace in 18K white gold, with blue sapphires and brilliant cut diamonds, and its companion blue sapphire and diamond cluster link bracelet.



Classical and elegant, this set of flared, ear clips showcases five rows of diamonds in an exquisite 18K white gold setting. The French clip back closure (also in 18K white gold) keeps them firmly in place.



These two variations of "inside out" hoop earrings offer the perfect fit for any ear, or any occasion. Whether one row of diamonds or three, there's no arguing the appeal of diamonds set in 18K white gold.



Diamonds and 18K gold perform a sparkling duet in this "halo" cluster pendant, accompanied in perfect harmony by matching diamond chandelier drop ear pendants.

This stunning hinged link bracelet in 18K white gold and diamonds captures the ageless modernism of 1930's Art Deco, and makes a perfect accessory in 2020 and beyond.





Worn separately or as an ensemble, these bangle bracelets, in 18K white gold, rose gold, yellow gold and diamonds promise to elevate casual occasions and complement formal ones for many years to come.





With a delicate lightness despite their size, these hinged-side diamond bangle bracelets in 18K yellow and rose gold make an impeccable statement of taste wherever you wear them.



Created for the most special occasions and most discerning ears, these chandelier drop pendants drip with natural pink diamonds, white round brilliant cut diamonds and vintage rose cut diamonds in an 18K white and rose gold setting.



Platinum and 18K rose gold make a luxuriously understated setting for this oval "halo" cluster ring set with natural pink and white diamonds.



This custom-made pendant's golden trio in yellow, rose, white gold and diamonds will keep your daughters close to your heart. On each of their 21st birthdays, give her a personalized gift she knows means the world to you.

The precise architecture of 18K white gold articulated links provides a secure and comfortable foundation for seven rows of diamonds in this show-stopping bracelet.





10:10am on a NYC rooftop.
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- ACCURATE
- ANTIMAGNETIC
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CLIFTON
Collection

In-house self-winding movement, 40mm steel case



The regal beauty of emerald makes an even more stunning statement when accompanied by the shimmer of diamond - set shoulder accents and a setting of 18K white and yellow gold.

LEGENDS OF THE DEEP

Inside Rolex's century-long quest to create the world's greatest waterproof watch



"We must find a way to create a waterproof wristwatch," Rolex founder Hans Wilsdorf wrote to a friend in 1914. Wilsdorf, who had observed the recent rise in the popularity of outdoor leisure activities, decided that the world needed a watch that could stand up to them, and he wanted to be the one to design it. Even the best watches of the time were highly susceptible to moisture and dust (which threatened to oxidize and clog the delicate movements inside), and Wilsdorf understood that a new kind of case was required to overcome this.

Wilsdorf's first step in the pursuit of a truly waterproof watch came in 1922 with the creation of the Rolex Submarine (not to be confused with the Submariner, which would come later). This rudimentary (but nonetheless revolutionary) design saw a conventional watch enclosed in a tightly screwed outer case. This first milestone marked the beginning of Rolex's century-long quest to create the ultimate waterproof watch, a journey that continues today.

In the years following the release of the Submarine, Wilsdorf completely overhauled its design, creating a watch that would make his fledgling brand synonymous with waterproofness: The Rolex Oyster. Through precise machining, the Oyster utilized the first of many watch-industry innovations to come for Rolex: a screwed-down bezel, case back and winding crown that hermetically sealed the case to keep out moisture. The same spirit of innovation and experimentation would become Rolex's trademark in the decades to come, as the brand continued to push the boundaries of case design.

By the 1950s, thanks to rapidly advancing scuba technology, more people were exploring the ocean depths and looking for watches that could accompany them on their undersea adventures. In 1953, Rolex changed the game yet again with the creation of the Submariner. Like the Oyster, its case was hermetically sealed, but the Submariner went several steps further to protect its movement deep beneath the waves. Thanks to innovations like the Twinlock system of dual seals on its winding crown, the Submariner was the first wristwatch guaranteed to be waterproof to a depth of 100 metres. It was, and continues to be, the benchmark against which all dive watches are measured.

In the years and decades to come, Rolex continued this relentless pursuit of technological innovation. In 1960, it would set a new benchmark when its Deep Sea Special descended to 10,916 metres affixed to the bathyscaphe Trieste, keeping perfect time throughout its eight-and-a-half-hour dive. In 1967, Rolex patented the helium escape valve, which allows surplus gas to escape from the watch case during deep dives. The same year it released the Sea-Dweller, a divers' watch guaranteed to be waterproof to 610 metres, a depth that was increased to 1,220 metres a decade later. In 2008, the brand revealed the Rolex Deepsea, whose patented Ringlock system allows it to withstand the pressure at an astounding depth of 3,900 metres.

Nearly 100 years after the creation of the first waterproof watch, Rolex remains a world leader in mechanical watchmaking technology, particularly for waterproofing. In 2020, Rolex presented the newest generation of the Oyster Perpetual Submariner and Oyster Perpetual Submariner Date, two of its most popular and iconic designs. Equipped with a larger 41 mm case and two new-to-the-line movements, these watches will uphold the Submariner's peerless reputation into the next decade.

This, of course, is just the latest in a long history of improvements Rolex has introduced over the last century. Despite the fact that it has successfully sent its watches to the farthest depths of the ocean, and proven them worthy of the toughest conditions of undersea exploration, Rolex continues to honour Hans Wilsdorf's legacy by tirelessly pursuing new benchmarks. Whether by developing ever-more accurate mechanical movements or cases with even greater durability, Rolex will never stop exploring.



Master of Time

Jaeger-LeCoultre's Master Control combines a classic design with one of the industry's highest standards of reliability

Time is measured in many ways at Jaeger-LeCoultre. It is measured by the history of this storied maison, which has been creating exceptional timepieces for almost two centuries. It is measured by the hours, minutes and seconds of each day, the cycles of the moon and the months of the year, as displayed on the face of its mechanical watches. It is also measured in the 1,000 hours it takes to test each new Jaeger-LeCoultre watch for regularity, resistance to temperature changes and atmospheric pressure, robustness to shocks and magnetic fields and waterproofing. It is this "1,000 Hour Control" program that gives the Jaeger-LeCoultre Master Control its name and sets it apart as one of the most rigorously tested watches in the world.

The Master Control series was originally introduced in 1992 and for 2020 the line has been updated to reflect a wide array of new mechanical and material improvements. The new Master Control watches are available in four distinct variations: a time-and-date automatic, a triple-display calendar with a moon-phase, a Geographic travel timer and a chronograph calendar with a newly developed caliber – the first such movement in the watchmaker's 187-year history.

These newest editions come with the choice of a classic steel case or one in a new proprietary precious metal, Le Grand Rose gold, each with a 40 mm diameter. Available for the first time in the Master Control line, the pink gold alloy sets itself apart with the richness of its hue and a depth of colour, which must be seen in person to be truly appreciated. While the precise ingredients of this new alloy are a closely guarded secret, the addition of palladium helps protect it

against oxidation and ensures that its brilliant colour will not fade over time.

The steel case models of the new Master Control watches come equipped with a brown leather strap made from Novonappa and are designed for everyday wear. This soft, supple calfskin features a tan matte finish and is produced in France through a vegetable-based tanning process that preserves the material's unique texture and offers a distinctive patina over time. It also features a Presto Spring lug attachment and a simple clip for removing and refitting the deployant buckle, which makes it easy to change the strap without tools.

While every piece in the collection carries its own unique appeal, collectors and connoisseurs will be particularly drawn to the Master Control Chronograph Calendar, featuring a completely new in-house movement. Equipped with a column-wheel chronograph with a vertical clutch and a 65-hour power reserve, the new Calibre 759 is the first movement by Jaeger-LeCoultre to combine a chronograph with a triple calendar display and a moon-phase. Surrounded by a pulsometre scale around its circumference, this stately dial features a tri-compax design with a day/month window at 12 o'clock, and a moon-phase/date subdial at six o'clock. By combining these complications, this watch simultaneously displays the hour, the date and the cycles of the moon. As impressive as these features are, of course, they are just a few examples of the many ways in which Jaeger-LeCoultre measures time.




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