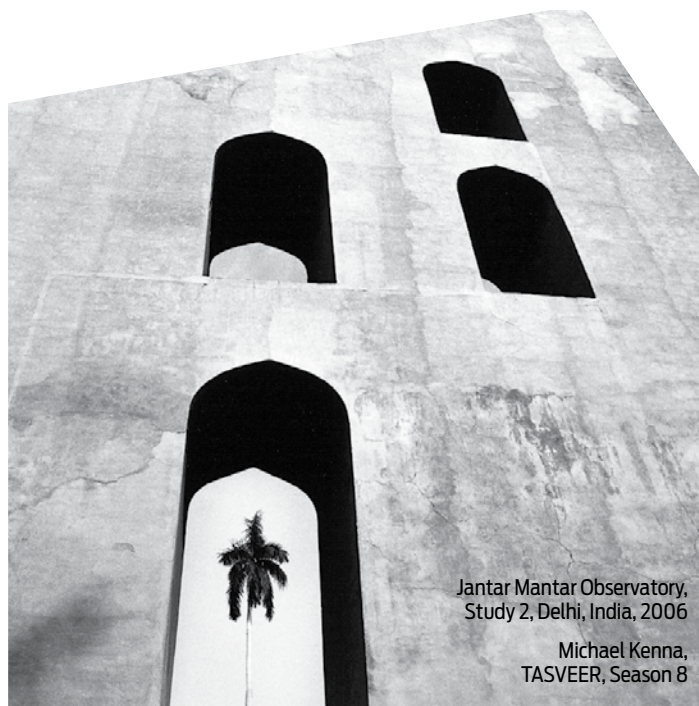


A Soul Reborn, Ajanta Caves, Ajanita 2012
Karen Knorr - India Song, TASVEER, Season 8

Timeless

Art

Yassin Tag, Brand Manager, Middle East and Indian Sub Continent at Vacheron Constantin tells **Amy Fernandes** why art and culture are important in telling time



Jantar Mantar Observatory,
Study 2, Delhi, India, 2006
Michael Kenna,
TASVEER, Season 8

What would you say is the spirit of Vacheron Constantin? What does the consumer buy into when he purchases a VC watch?
The spirit of Vacheron Constantin refers to our heritage of creating exceptional timepieces and the transmission of know-how that has not been interrupted for almost 260 years, since 1755. When you own a Vacheron Constantin timepiece, you own a piece of history, you enter a world of exclusivity, and you are buying into an exceptionally fine movement, hand crafted with understated styling and outstanding design.

Yours is essentially known as a masculine brand. Does that work for you or against you in the world of women?

Vacheron Constantin started producing women's watches in the 19th century, when the first pocketwatches made especially for women appeared. Today, we do have a wide collection of ladies timepieces, which can be simple and understated as in the Patrimony Ladies to the most stunning Kalla collection. Early this year, at the Salon International de la Haute Horlogerie (SIHH), we presented three major collections for women, each offering their own interpretation of time – the Malte collection extends the celebration of its 100th anniversary with the seductive emphasis of its curvaceous case, Patrimony is home to original creations in contemporary and traditional styles that extol the jewellery-making skills of the manufacturer's gem-setters, and the Métiers d'Art collection, Florilège, draws from ancient knowledge to steal a woman's heart.

What are the pillars (strong products) that Vacheron Constantin stands on?

One of the most important pillars that exude our DNA and craftsmanship is the Patrimony collection. It is a custodian of our true horological tradition and is thus part of Vacheron Constantin's genetic make-up. The

slender round case expresses the timeless classic style in a renewed testimony to our heritage. The innate elegance of these timepieces is distilled through centuries of expertise, and comes with the credibility of the Geneva Hallmark. While the Patrimony Contemporaine watches embrace the present, the Patrimony Traditionnelle models lay claim, as their name suggests, to a classic style in keeping with watchmaking's historical legacy.

Why is culture and art so important to Vacheron Constantin? How does it tie in with the brand?

Firstly, Vacheron Constantin wants to highlight the link between art, design and craftsmanship. Our belief is that Vacheron Constantin timepieces are a work of art—owing to the craftsmanship, time and training involved in the finishing of our movements, and the know-how that is passed down from generation to generation. Hence we find it important to link ourselves to art and culture from around the world that promotes or includes a sort of 'savoir faire' and special skill.

Tell us more about your association with Tasveer and the exhibitions in India?

To begin with, we believe that Tasveer is one of the best advocates and mediums for spreading the art of photography in India. Our association with Tasveer started a couple of years ago when we sponsored two shows—The Maharajahs and Divine Moments with Raghu Rai. These were so well received, that this year we decided to go one step further and sponsor the entire Season 8 of Tasveer. They have chosen some extremely talented photographers this year and will be exhibiting in five different cities. In addition, we will also be hosting a couple of exclusive photography exhibitions of Tasveer with our customers, brand enthusiasts and art connoisseurs later in the year—one in Mumbai and the other in Kolkata, the city where a Vacheron Constantin's timepiece was first sold in India.

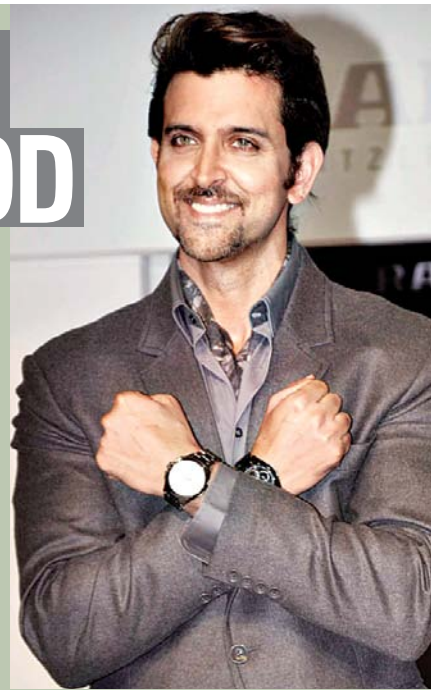
TIME TO LOOK GOOD

When you invite one of Bollywood's hottest numbers to launch a watch, who incidentally also happens to be the ambassador of your brand, and has a hit on his hands even as he holds the stage, you know that you have a packed evening ahead. That's exactly what happened when Rado, the highly popular brand from Swatch, launched its latest plasma high-tech ceramic timepiece, the Rado HyperChrome Automatic Chronograph.

It's a long name for a watch, and when Hrithik Roshan came on stage wearing it, you'd think he'd shyly pose and run. Instead, he stood there looking like he was about to turn into Krishi, any second, wearing his Hyper Chrome. He fielded questions like an ace (and without a script!) "What did your wife say when she saw Krrish?"

HR: When your family appreciates you, like mine does, then everything is worth it. Hope your wife appreciates you!

Nice. We liked.
He spoke about his association with Rado in a genuine and un-PR like manner. "My dad used to wear a Rado," he said, "and when I saw it on him, I wished I had a wrist like that, so I could wear the watch too! And imagine, today I do!" Someone else asked what Rado does



for him. "I make Rado look good and Rado makes me look good!" And yes, about the watch, "It's gone through fire, like me. And both of us have come out stronger!"

But if you still want to know what Hyper Chrome is about, it's a sporty chronograph. The timepiece harnesses technology that transforms white high-tech ceramic into a material with a metallic shine. It also involves a plasma carburising process that requires a blazing temperature of 20,000 degrees Celsius.

And as the suave brand ambassador says, after going through this fire test, it comes out a winner.

Dazzle like a DIVA

We're not sure who dazzles more, the lady or The Link Lady, but for sure, both complement each other. Hollywood star Cameron Diaz in her role as ambassador for Tag Heuer and muse for Link Lady, reflects the personality for whom this watch is designed: beautiful, rebellious, elegant and self-assured. She offers her take on the timepiece. "When I put it on my wrist, I don't feel it. It is easy-to-wear, sparkling, and feminine".

Clad entirely in 18K 5N rose gold, and with 192 diamonds totalling 1.35 cts, it has star attraction in many ways. One is the Diamond Star, a vibrant tribute to femininity that captures the essence of this series of timepieces. In the automatic movement the Star floats in space, its oscillating mass executing a skillfully choreographed ballet with diamonds like shooting stars flickering in the rich stellar skies of the Galaxy. The dial and the case back seem to dissolve, allowing the designer to revel in creating this celestial dance.

The collection also features a stainless steel version with 471.4 mm diamonds totalling 0.52cts; a rose gold piece available only in a 29mm case, displays a purple dial set with 11 diamonds and Roman numerals engraved on the bezel while a powder-rose version features an iridescent white mother-of-pearl dial and 11 diamonds to mark the hours, set off by the polished stainless steel of the bracelet and case for full effect.



Roberto Cavalli

Add a touch of glamour to your look with Roberto Cavalli's embellished eyewear. Studded with rhinestones, its metal lines are designed for classic elegance.



Salvatore Ferragamo

Classic yet contemporary, Ferragamo's Gancino sparkling collection boasts a 36mm stainless-steel case with gold IP treatment and a white dial with guilloché Gancino decoration. These fabulously flamboyant watches feature a rotating bezel encrusted with up to 25 pieces of precious topaz.



Elegant watches, embellished eyewear and sensuous fragrances...here's what's new in the world of luxury

Luxe listing

Tateossian

Limited edition Tateossian accessories, available in India exclusively at The Collective, include the Tateossian RT Trio Gear cufflinks, which feature multicoloured rotating gear discs in varying sizes. Available in rhodium and rose-gold plating, gear heads are guaranteed to find these droolworthy.



Davidoff

The Cool Water Woman Sea Rose fragrance is a delicate rosy floral, that embodies the union of femininity and water. It offers subtle contrast with a root note of musk that gradually unveils a new dimension for a deep and stirring scent of sensuality.

