



A Lange & Söhne
Grand Lange 1 Moon Phase

This timepiece is designed to remain accurate for 122.6 years. It provides a realistic proof of how closely the moon phase display tracks the actual orbit of our planet's companion. It also indicates the time that elapses from new moon to new moon with an accuracy of 99.9978 per cent. With a 72-hour power reserve, this timepiece is available in yellow gold, pink gold and platinum case.

The moon phase in complications were the stars, at the Salon Internationale de la Haute Horlogerie 2014, finds the dnaofluxury team at SIHH, Geneva

Look to the Stars



Jaeger-LeCoultre
Master Grande Tradition Tourbillon Cylindrique

This watch is equipped with a flying tourbillon and a perpetual calendar. Within a large 42 mm pink gold case, the perpetual calendar provides a display of the day, date, month and year, alongside with the moon phases. At the heart of this timepiece, the automatic calibre Jaeger-LeCoultre 985 presents a new flying tourbillon featuring a cylindrical balance-spring.



Cartier
Ronde de Cartier Day and Night watch with Retrograde Moon Phases

The top half of this timepiece indicates day, night and time, while the lower half displays the moon phase. The sun and the moon indicate the time by turns. They appear alternately—the sun represented figuratively and the moon in a more abstract form, its phases displayed with rhythmic elegance. The moon phase is indicated by a hand with a crescent-shaped pointer. The watch is powered by a 48-hour power reserve. It is available in a 18 carat pink gold and palladium case.

Montblanc
Meisterstück Heritage Moonphase

In this watch, the moon phase display is integrated into the scale of the date display. The moon's phases appear in the traditional manner inside a semi-circular window along a double-bubble line, which gives the moon's silhouette its gradually changing faces on the underlying disc. This timepiece will be available in rose gold and in stainless steel, in summer 2014.

SIHH 2014 Special **Honchos** Speak

AUDEMARS PIGUET
François-Henry Benaïm, CEO

STRATEGISE TO SUCCEED

It's been more than a year since you took over as the CEO of Audemars Piguet. What has been your biggest challenge, so far?

My biggest challenge has been to align everybody with the same objective and vision of the brand. It took us a year to come forward with a new strategy and share it with everyone. Today, we have 1200 people with one objective—to make Audemars Piguet the number one brand.

Why should a consumer look at an Audemars Piguet over other brands?

The consumer should look at the exclusivity, craftsmanship and creativity that our brand offers. The value that the consumer delivers to the consumer is immense as we have a long-term approach for our products. If you are a person who has a competitive and success-driven spirit, you will appreciate an AP product. A watch is a reward; it reflects who you are. It's a reward you get or give yourself.

What is your favourite Audemars Piguet watch?

I wear the Royal Oak Tourbillon Stainless Steel watch, which is my favourite. It is a complicated watch with a slim movement. This year, the Offshore watch with White Ceramic Concept is my favourite.

What would you like to change in the world of luxury?

The simplest watch can take a month to make and the grand complications can take up to one year. The one thing that I would like to change, in the world of luxury, is to reduce the waiting time for customers. They usually have to wait for about 2-3 months, sometimes even longer.

On India

India is very important to Audemars Piguet. There is a lot of passion for watchmaking in India. While China is being touted as a big player, I think India will have a great part to play in the future.



MONTBLANC
Jens Henning Koch
Executive Vice President Marketing

INNOVATION IS THE KEY

Who is a Montblanc consumer?

A person who appreciates fine and high-end products that enhances their lives is a Montblanc customer. The brand works as a timeless companion—be it our timepieces, pens or even our leather products. Montblanc is all about creativity, craftsmanship and innovation, which is built on three pillars: watchmaking in Switzerland, writing instruments in Germany and leather in Italy.

Montblanc is about substance.

When we decided to expand our portfolio to watches, we set up a state-of-the-art manufactory, living up to the tradition of the Swiss watch industry. We integrated this with our Villeret manufactory, which was founded in 1858. We live up to the highest values to create these unique refined products that are fine life companions.

What are the unique pieces that Montblanc has on offer for completing 90 years of the Meisterstück Heritage Collection?

To celebrate this remarkable journey, we decided to create a watch collection that truly lives up to the code and DNA of fine watchmaking. This is visible in our Meisterstück collection.

India is a half-grown market for us. Within the Indian culture, there is a great understanding of our products. MB appeals to Indian consumers and we are very eager to gauge the response of Indian consumers to our Meisterstück collection.

The feedback and response from our consumers, retailers and connoisseurs encourage us to innovate with our timepieces.

What would you like to change in the world of luxury?

I wish the year was twice as long so we would have sufficient time for preparation, to work and present our collections more creatively.



MATTHEIU DUPONT
Brand Director, A. Lange & Söhne

DRIVEN BY EXCELLENCE

What is the USP of a A. Lange & Söhne watch?

We are at the pinnacle of Haute Horlogerie, with a strong German heritage, driven by technical innovation and excellence. It is all about the unmatched quality of craftsmanship, the heritage and the performance in precision watchmaking that we demonstrate with every timepiece. Our collection starts at 18600 USD and the approximate price of Grand Complication is 2 Million USD.

On 2013 and 2014

We had a very strong 2013. We are more than positive about 2014, yet it looks like we will not be able to cater to the demand of watches this year too, as we have limited production of watches. Having limited production is always a bottleneck for us, considering the level of quality and high expectations we put in each timepiece. In India, we have collectors who we are directly in touch with us, as they are aware of our brand, collections, and appreciate and value our watches.

We hope to bring the new exclusive timepieces to India during the year for a preview of our new collection.

The future of luxury in India

I look forward to more retail opportunities with mono-brand locations in India in the coming few years to enhance our overall shopping experience, and ensure we deliver the very best our collectors can expect from A. Lange & Söhne. This is definitely the next step for A. Lange & Söhne in India.

In the next edition of dnaofluxury, watch out for the Haute Joaillerie trend.



The glitter of heritage

Amy Fernandes talks to Umesh Ganjam, Joint Managing Director Ganjam, that recently reopened its doors in Mumbai, to find out what's in store for the city's consumers



Having been in the jewellery business for a long time, you probably have the pulse of the Indian consumer. Are they different in each city?

Our clients come from all over India and while they have different consuming habits, there is one thing in common among them—they are all discerning. Jewellery is not a casual buy. They're looking for heirloom pieces and they know we are known for it. Although we make contemporary jewellery as well, the perception is that of the traditional. So our buyers come looking for gemset pieces, not chunky gold jewellery.

Having said that, there are significant patterns of purchase. For instance, while the south will look for traditional designs, in Delhi, they want pieces that have a high value in diamonds not just design. But once they see our designs, they are addicted. Then again, while the mature consumers look for larger pieces, younger ones demand smaller contemporary stories. We have people who come to us and pick up a piece from each of our collection. In that sense, we also become part of collectors' collections.

Mumbai buyers, on the other hand, are very careful buyers. They know exactly what they want and their ability to make quick decisions impresses me. Mumbai is a cultured, mature market.

You have recently returned to Mumbai with a store at the Taj Mahal hotel. Tell us more about it.

We opened in January with an exhibition on Ganjam's heritage pieces. Our store, however, will carry contemporary jewellery as well, since clients in Mumbai know exactly what they want. We are also catering to a younger audience and intend putting up pieces at a lower price point, since in this segment, the frequency of purchase is much more. There will be contemporary collections from time to time, and we will rotate them in all our stores so that all our clients can experience our products.



What do you see as trend forecasts in jewellery this year?

Several prominent trends:

- Although people will continue to buy them, solitaires are not that strong as a trend; coloured stones are. Stones like Rubellites, Tanzanite, real pearls to the buyers' lists. The appreciation for these are growing and in fact they cost more than solitaires.
- People are looking at trying out new designs with a mix of gold, diamonds and stones.
- They also want a lighter touch to designs—casual chic that can be worn at a cocktail and to a wedding alike.
- An increasing number of people are getting very particular about the finish of the jewellery they buy. There is

a strong need for the Indian jewellery industry to concentrate on making this (finish) on par with world standards. Ganjam being a nearly vertical brand, we are able to control how jewellery is fashioned from sourcing to finishing the piece.

What is your opinion of Bespoke jewellery, a

word that is being bandied about these days?

Bespoke has always existed in India. Then, jewellers began to stock and turned into retailers and traders. Now it's come a full circle where traders want to be seen as designers. However, Bespoke is not just ordering your jewellery and custom-making it. Bespoke jewellery entails everything from sourcing the stones, understanding the client's taste to creating a special piece. These are one-of-a-kind pieces. There are jewellers who are doing bespoke pieces the way they are meant to be, but largely, it has become just a nomenclature; a marketing exercise.

Bespoke is what tailors in London create on Bond Street; it is Cartier's strength when they created Art Deco pieces, or Tiffany when they presented the art nouveau collections. It is not about the price. The value is in the intangibles. And as time goes by, the value of these intangibles increase more than the piece itself.

What is Ganjam's single piece of uniqueness?

I can say with pride that all our products are hand-crafted. That is our USP. In our country, handicrafts are a plenty, but the craftsmen are a neglected lot. At Ganjam, we take pride in our craftsmen and their work. In the last 8-10 years we have been working with the World Craft Council and ensuring the craftsmen take pride in their work. In the West, legislations exist for hand-crafted goods. In India there is none, when in fact there should be, since there are so many craftsmen who could put our country on the world map of craftsmanship. There are about 68 to 70 million people who live by their craft in our country. Based on these figures and on the fact that hand-crafted, today spells luxury, we should be the No.1 luxury producers in the world. And yet, we clearly aren't.

At Ganjam, we are trying to change the perception, in the mind of not just the people, to afford greater respect towards hand-crafted goods and towards the craftsmen, but also making sure craftsmen do not belittle their own work.

The scent of cheer

Inspired by his love for Polka Dots, Dot Is the latest fragrance from Marc Jacobs. Round in shape, Joyous in spirit, the polka dot is an iconic symbol of charm and elegance—a stylish offset motif that is energetic and full of life. Designed to celebrate Marc Jacobs' beloved iconic pattern, the eye-catching bottle is a cheerful composition of round shapes stylishly spotted in a polka dot motif. Dot is a lush July floral, happy and vivacious fragrance. The top note captivates with a delectable blend of red berries, succulent dragonfruit and sweet honeysuckle. The heart of the fragrance blooms with addictive jasmine mingled with energising notes of coconut water and orange blossom. The scent rounds out with a feminine drydown of creamy vanilla, driftwood and sensual musks.



What's New

Guerlain

Enhanced with the revitalising new Gold Orchid Technology, the new Orchidée Impériale Eye and Lip cream is a fresh and soothing global age-defying treatment. It brightens, smoothes and instantly redefines the contours of the eyes and lips for flawless make-up application. With every application, fine lines, puffiness and dark circles under the eyes appear reduced. The eyes look fresh and bright, as if freed from fatigue.



Lancome

Lancome's Dreamtone is designed to correct the appearance of dark spots, uneven skin tone, and visibly corrects colour irregularities such as dullness, sallowness and blemishes. With three tailor-made formulas to target each pigmentation profile—from the fairest to the darkest—it's an innovative skincare approach for visible results.



Estee Lauder

This pure colour palette, emerald oasis, allows you to play with Intensities, mix and blend shades, express different attitudes—soft to bold. It holds five varying colour intensities and finishes: matte, satin, shimmer or metallic. The highlighter is the magic touch. Use it to brighten the look and widen eyes instantly. The deepest shade structures and defines the eyes.



Boucheron

The Place Vendôme is a floral-woody fragrance. It opens with fresh and sparkling pink pepper which illuminates delicate orange blossom and rose essence. Jasmine petals develop in their full floral potential in the heart of the perfume, together with peony enriched with golden traces of creamy honey. The base notes include elegant cedar and sensual benzoin.

