

Interview

TAGged Forever

At Tag Heuer's celebration of 'The Golden Era of Carrera' Shah Rukh Khan talks to Pooja Bhula about time, life and luxury

Time to you is...

Nothing at all. If you think too much about time, you're going to be time-bound. I'm not even very punctual, but I believe that if I'm doing something, I want to finish it well. I can always catch up with the next thing. Someone, once told me, "Time begins when SRK lands".

Why do you need a watch when cell phones also show time?

Maybe you don't need one; it may even become a relic someday. I usually sport a black suit and the only way I can accessorize is with a decent, simple watch. I don't look at my phone to know the time. If I'm not wearing a watch, I tend to ask people around me.

Describe Tag Heuer in 140 characters

Brands are an extension of a person and that's how I relate to Tag Heuer. It is simple, has no frills, features multiple parts and is very handsome. But, I'm not as precise as the watch.

Your favourite Tag watch?

Carrera (B4) is my favourite watch, because of its car fan belt. It has a different kind of mechanism. Legendary Steve McQueen wore it in the Hollywood racing film, *Le Mans*.

What is the one piece of luxury you'd like to own?

An aircraft.

What would you wear to the Oscars?

A Dolce & Gabbana suit, Paciotti shoes, a Tag Heuer watch, any socks and Diptyque perfume. But I'd wear these anyway, I don't have to go to the Oscars for it.

One luxury trend for men that could pick up this year...

Nose rings (laughs mischievously).

If you could go back in time, what would you change?

Nothing. I've had the best of times but there have also been several lows. That's part of what a person becomes. I wish it wasn't so difficult to get a six pack, but that's not something time can do, I would have to go to a body sculptor (laughs).

One thing you don't leave home without?

My Louis Vuitton duffel bag, which has my iPod, laptop and headphones. I don't use any of it, but always want it with me.

The ultimate gift you'd like to give your daughter and sons?

Education. I would want to give them the opportunity to study in the best place in the world, if they get through. All parents should be able to give their kids that, but it's still a luxury for many in our country.

What does it mean to be SRK?

It means having access to life at its loveliest. Yet, there's also an aloneness, which is not the same as loneliness. I'm constantly out there entertaining, but it's difficult to get that entertainment back.



Kunal Kohli, Shah Rukh Khan, Tarun Mansukhani, Punit Malhotra, Franck Dardenne



Baselworld 2014 Countdown Begins. March 27th-April 3rd

With 20 days to go, the countdown to the most important Swiss watch and jewellery exhibition in the world has begun. The Baselworld Jewellery and Watch show is held annually in Basel where 150,000 visitors—most of whom are buyers, resellers of watches, jewellery and precious stones—exhibitors and media representatives from around the world gather under one roof to be a part of this spectacular exhibition.

What's in it for you? Watch this space for more news and updates on Baselworld 2014. www.baselworld.com



To find out more about Baselworld 2014, scan the photo using the dna it app. For instructions visit www.dnaindia.com/apps/dnait



DREAM CAKE

Art, architecture, technology...are all blending into jewellery designs more seamlessly than ever before. Rama Sreekanth reports on jewellery trends for 2014

Poised for a glittering future

When you think Cartier, you think animals, and when you think Tiffany, you think engagement ring. Trends are design directions. They lead the way to creating a distinguishing factor for brands. At the two-day seminar organised by Trendvision Jewellery+ Forecasting and The Gem & Jewellery Export Promotion Council (GJEPC), aspiring designers and the luxury, retail gems and jewellery industries discussed the major forces that will design and shape the future of the industry.

Colours and rarities

The rise of rare and unusual gemstones is imminent. Multi-coloured gemstones do not offer the same enormous intrinsic value as the rarest diamonds, sapphires, rubies and emeralds, but their allure is in their price and their design potential. Increased demand for individualistic jewellery, coupled with price-consciousness has meant designers are turning to little-known gems for both unusual colour effects and a semblance of affordability.

The rising prices of natural precious gemstones have put pressure on jewellers to find

alternatives. "Indian cinemas and celebrities bear a greater influence on trends. The movie, *Jodha Akbar* was entirely decorated with jewellery. Indian manufacturers need to develop more theme-based jewellery pieces, which can work in both Indian and international markets. Amrapali, the Indian jewellery company is using a lot of unusual coloured stones," says Sangeeta Dewan, Senior Design Consultant, Titan Industries.

This demand for colour signifies that other gemstones have attracted attention and the likes of paraiba tourmalines, spinels, rubellites, pink sapphires and topaz are now increasingly sought after.

Tell a story

While price and preciousness change with fashion, jewellery moves at a sedate pace. The last decade has seen the art of the jeweller really flourish. Design and narrative have become so important that the unimaginative diamond solitaire is almost a thing of the past. Instead, designers aim to tell a story, create a mood or capture a moment, in the same way a painter would approach his work. In the words of designer Farah Khan, "design is an activity that translates ideas into reality. Design is never

singular; it is the effort of culminated professionals". The younger, urban and fashion-conscious population in India demands exclusivity and style, when it comes to jewellery. Today's jewellery designs reflect the same gems, shapes, and motifs of bygone eras, but with a twist. Toranj Mehta, Head of Marketing at Forevermark, De Beers says, "Too much choice leads to no choice. Designing is imaginary; we need to design, not replicate. We are moving towards designing a new future". With new techniques for mounting gemstones, such as invisible and tension settings for diamonds, a unique mixture of gemstones in pavé settings, motifs of butterflies and dragons, and a slightly less fantastical version of Art Nouveau—today, innovation in jewellery celebrates inspiration and creativity.

Less is more

With a shift in ethnic influences, economic constraints, macro-market influences and a preference for style over sentiments, the trend is clearly moving towards minimalist designs. These, in fact, can make bigger statements than one may think.

To read full story, go to: dnai.in/c672



Platinum Wheat Chaff Pendant, TBZ



House of Chic



Volcanic Rock, Jet Gems



Turquoise, ruby and gold earrings, Amrapali



Bracelet with Gemfields Mozambican rubies, Farah Khan

A Sweet Time

Featuring eye-popping and tantalising designs for the wrist, Swatch's Pastry Chef Collection looks good enough to eat

If anyone ever asked me what was the sweetest event I had ever been to, I would tell them, "Swatch's Pastry Chef Collection launch". Entering the event venue was like entering a mini-cake shop. Blue, pink, green, yellow, peach, brown—this Swiss watch brand knew the best way to put our favourite candy store finds and pastries on the wrist. In its latest Spring 2014 collection, you will find macarons, chocolate sprinkles and all-things sweet adorning these Swatch watches.

Keeping up to their tradition of hosting out-of-the-ordinary events, Swatch launched the collection amidst music, dance and sugar highs. To mark the launch, Swatch brought in popular pastry chef Kainaz Messman, who conducted a master class with truffle cupcakes and ensured the audience participated in decorating them with colourful fondants, cutouts and edible colours.

These watches will delight your weakness for candy, sans the toothache. Some of the confection-inspired creations include the peppermint-shaped bracelet of Sminty and layered rings on the Caramellissima.

Inspired by Sara Hochuli's Japanese-style cakes, the Dream Cake watch is a limited edition timepiece that's unabashedly feminine and oh-so-sweet with cascading cherry blossoms and a big pink bow on the watch strap. A cake knife and a fork form the hands on the dial of this timepiece. From liquorice to marshmallows, you are sure to find your favourite Pastry Chef watch.

Available in leading Swatch boutiques, the pricing of these watches starts at ₹3,900 @RamaSreekanth

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Today, the Women of Mumbai will run for inspiration, for strength, for hope. Come, cheer them on. Spark the ICan movement.

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