



deeply inspired

BLUSHING BEAUTY

*Discover feminine
elegance within
fancy coloured
sapphires*

Crafting hidden treasures
Translating personal imagination
into a bespoke masterpiece

An identity card for coloured gemstones
The Provenance Proof Blockchain
brings new transparency to the industry

Capturing emotions with scent
The creation of bespoke fragrances that uncover the soul



PATEK PHILIPPE
GENEVE

Begin your own tradition.

You never actually own
a Patek Philippe.

You merely look after it for
the next generation.



Calatrava Ref. 6006G
patek.com



TOURBILLON 60 SECONDES

PARMIGIANI
FLEURIER



A celebration of time

Tonda 1950 Tourbillon
Manufactured entirely in Switzerland
parmigiani.com

IN THIS ISSUE



10
Blushing beauty
Discover feminine elegance within fancy coloured sapphires

16
The many facets of Madagascar
Discovering treasures off the tourist map

34
Crafting hidden treasures
Translating personal imagination into a bespoke masterpiece



40
An icon's secret face
Jaeger-LeCoultre unfolds the unexpected twist in the history of the Reverso



On the cover

The jewellery piece Red Dahlia by Gübelin Jewellery features a Burmese ruby, 2.18 ct, at its centre, surrounded by an extraordinary composition of fancy coloured sapphires and diamonds




ZENITH
SWISS WATCH MANUFACTURE SINCE 1865



DEFY EL PRIMERO 21

ZENITH, THE FUTURE OF SWISS WATCHMAKING

www.zenith-watches.com



48

From dream to reality

Creating haute couture
by translating heritage into
fantastical creativity

54

An identity card for coloured gemstones

The Provenance Proof Blockchain brings
new transparency to the industry

60

Quality time

Watches by Glashütte Original are
hallmarked by the meticulous care and
expertise lavished on every component



70

The revelation of inner beauty

Michel Comte's photographs capture
deep meaning and unique personality



86

Lakeside gem

Discover Zurich's sparkling facets

90

Don't miss

Personal recommendations
off the beaten track

96

Capturing emotions with scent

The creation of bespoke fragrances
that uncover the soul

100

Social agenda

Read about the latest events in the
world of Gübelin


104

Next issue

Dive even deeper into the world of
Gübelin and discover the inspiration
that guides our next issue



The Breitling Cinema Squad
Brad Pitt
Adam Driver
Charlize Theron



AIR
LAND
PREMIER
SEA

BREITLING
1884
#SQUADONAMISSIION



Our jewellery is inspired by the fascinating inner world of coloured gemstones.
Find out more about the Wings of a Dragonfly ruby necklace at gubelin.com/glowingfire

A Swiss, family-owned firm since 1854



Raphael Gübelin
President

Dear Reader,

Sapphires have a broad range of colours, extending from blue through yellow, orange, violet all the way to pink, a colour that reflects love, romance and femininity. In this issue, discover how the House of Gübelin takes inspiration from the mysterious world within a gemstone.

With their rich and vibrant hues, pink sapphires are perfectly attuned to the most romantic jewellery themes, crafted using Gübelin's signature values of beauty, knowledge and craftsmanship to create objects with many facets of meaning. At our atelier in Lucerne, our high jewellery artisans that lovingly craft bespoke creations, lift this approach to its ultimate levels. Diving deep into the soul of the gemstone to discover its unique beauty, they match the qualities of every single gem with the client's personality, identity and imagination to create a unique experience.

Taking the customer on a bespoke journey is the essence of the highest Métiers, reflected in the noble art of bespoke couture and haute parfumerie. Based on the interaction between designer and wearer, diving deep into the realms of

inner meaning, a unique piece takes form, fulfilling dreams and fantasies.

Each gemstone is the result of a long journey beginning in the depths of the earth and has its very own unique story to tell. Gübelin is deeply committed to transparency and therefore, the Gübelin Gem Lab created the first Blockchain for coloured gemstones, as part of the Provenance Proof initiative. The project aims at providing a digital, decentralised ledger that tracks gemstones throughout their lifetime journey along the supply chain, from mine to end-consumer – to enable a completely new level of transparency across the industry.

Let the world of fancy coloured sapphires inspire you to a sparkling summer.



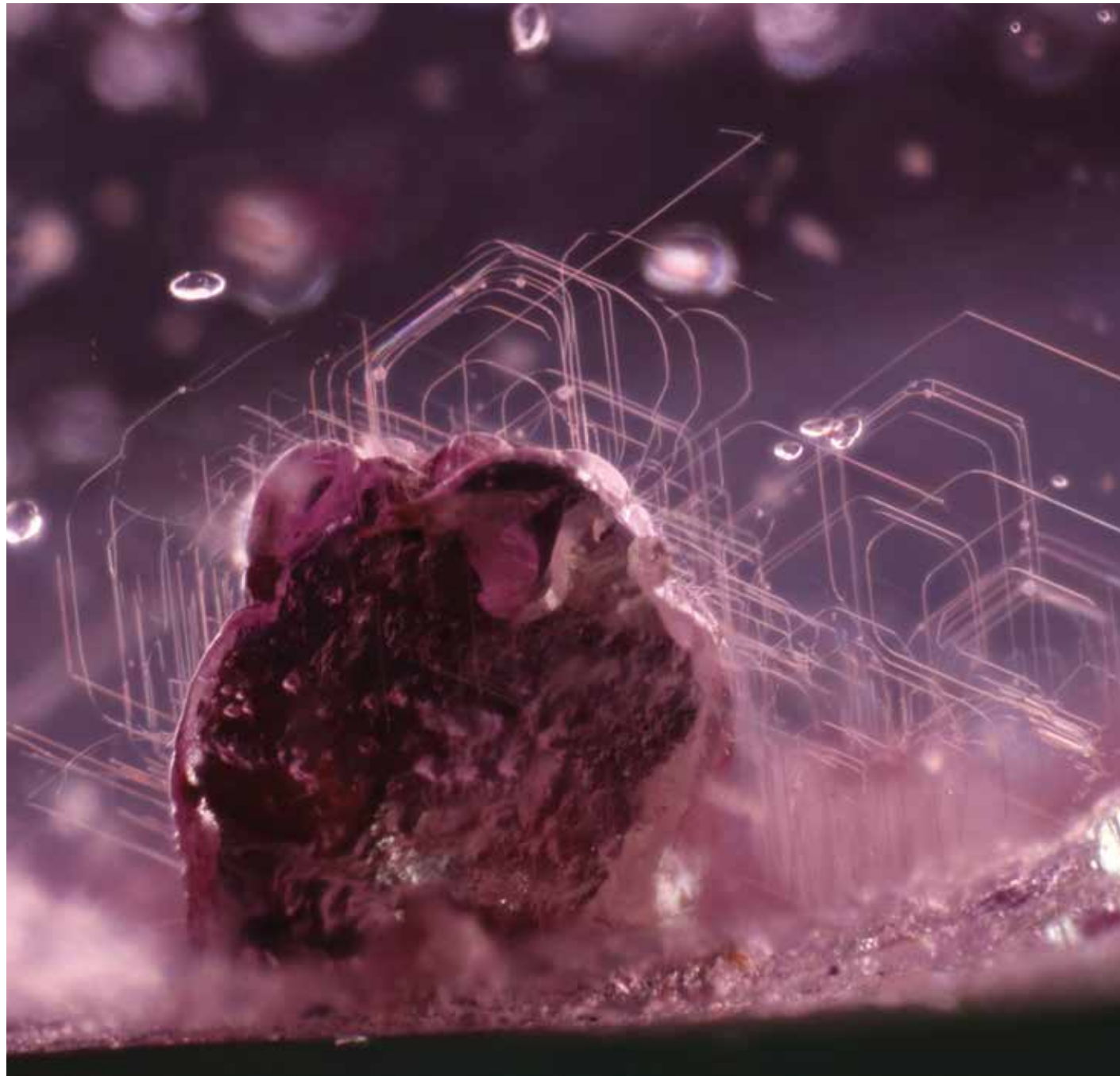
Raphael Gübelin



Rino Noce

BLUSHING BEAUTY

DISCOVER FEMININE ELEGANCE
WITHIN FANCY COLOURED SAPPHIRES



When talking about sapphires, one usually refers to the blue kind. But like flowers, sapphires come in a bright array of colours. The extensive family of the so called fancy coloured sapphires presents itself as a charming bouquet, where especially the pink sapphire shines forth a message of brilliant simplicity. Its colour, varying from magenta to the ever-popular “baby pink”, including the coveted “hot pink” and “bubblegum pink” make it the perfect accompaniment to jewellery pieces, as the soft, yet iridescent colour perfectly reflects lightness. In addition to its romantic associations, pink sapphires also represent feminine elegance and are said to bring good fortune. Even before Queen Elisabeth II, whose use of single-colour outfits has become one of her style hallmarks, wore a very large pink sapphire brooch for a Christmas Day speech, this gemstone was an oft-seen presence on red carpets.

Photo on pages 10 and 11, the fascinating inner world of a pink sapphire. Above, another photomicrographic image of a pink sapphire, revealing an intricate garden of geometrical shapes and patterns

Fancy coloured sapphires belong to the corundum family, crystalline forms of aluminium oxide (Al_2O_3), of any colour other than red, blue or colourless. The various colours are caused by trace elements in the corundum crystal lattice that cause the selective absorption of certain wavelengths of light.

In the past, pink sapphires – which are found in Madagascar, Myanmar (Burma), Sri Lanka and East Africa – were sometimes known as “female rubies”, in acknowledgement of their mineralogical relation to the deeper red “male” stones. In fact, just as for ruby, the colour of pink sapphire is due to trace amounts of chromium. As the chromium content increases, the pink colour becomes more intense, on a scale that eventually moves towards red and makes the stone a ruby, the only corundum gemstone that has its own name. The term “pink sapphire” only became common in the early 20th century. Before that, all red or pink corundums were called rubies.

Colour is important in determining value, with medium or dark pink tones preferred. In terms of size, pink sapphires over 1 carat are rare, over 4 carats extremely rare. For this reason, the value of pink sapphires is proportionally larger for high-carat stones. As regards clarity, pink sapphires tend to have significant inclusions, and this makes visibly-clear stones more valuable. Microscopically small inclusions are a common and welcome feature in pink sapphires, and ideally, they do not affect the transparency of the stone. One type of inclusion, fibrous needle-like rutile formations, can create a four, six or twelve-rayed star-shaped reflection when the stone is cut as a cabochon. The star appears to glide across the face of the gem at different angles. This effect is called asterism and it can increase the value and rarity of the stone.



On this page, above, the Glowing Ember ring in white gold by Gübelin Jewellery, set with a heart-shape pink sapphire from Madagascar, 2.14 ct. Brilliant-cut diamonds lend additional radiance to this romantic creation. Below, uncut sapphires that show the extraordinary range of colours in which this gemstone is found in nature

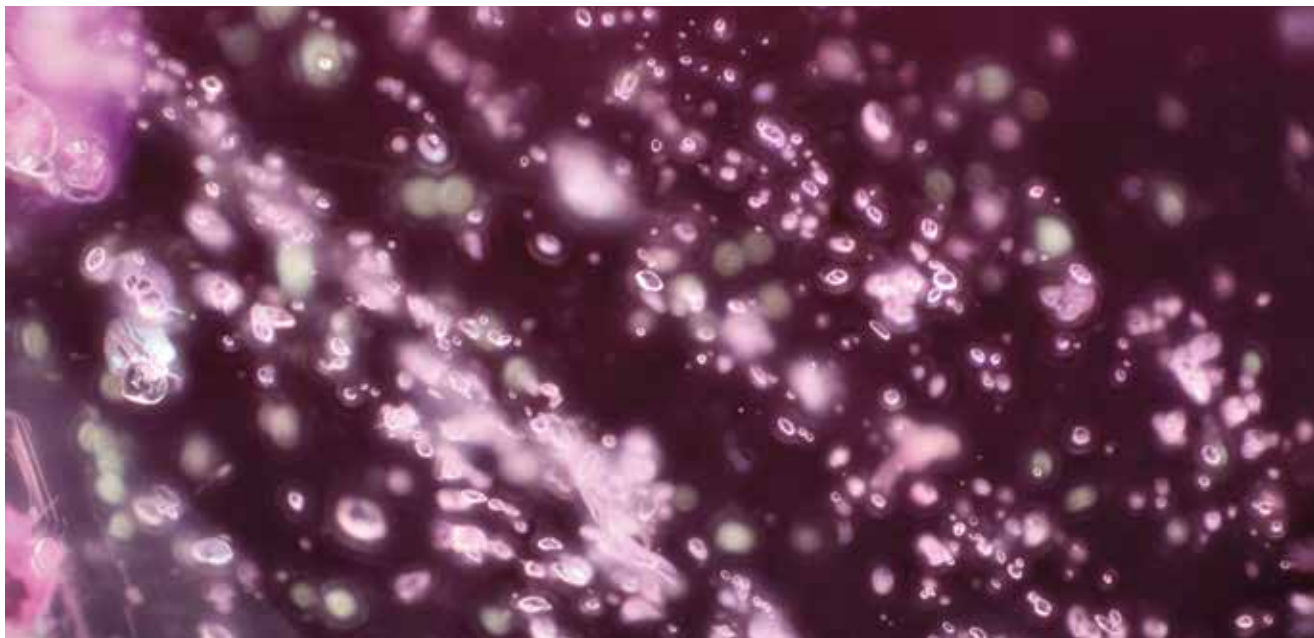




Pink sapphires are particularly effective when they are set in platinum or white gold, which provides a contrast to the stone's gorgeous colour. A warmer effect can be created by using red gold, which heightens the feminine effect of pink and is perfect for blush-theme events. The geological conditions enabling the creation of pink sapphires are specific and very rare. The corundum crystals were formed at great depths in the earth's crust, under extreme conditions of temperature and pressure. They are found in high quality in Burma and Madagascar. Vietnam is especially known for the hue of so called hot pink. "With every gemstone we carry with us a fragment of the sublime workings of our earth and of the events of her history," wrote Eduard Josef Gübelin. The pink sapphire is a particularly attractive record from the depths of our planet.




On this page, above left, uncut pink sapphires. Above, the great diversity of coloured gemstones is increased by the many cuts available. Below and right, two photomicrographic images of a pink sapphire, revealing the deep inner structure that provides inspiration for the designers and artisans at Gübelin Jewellery



"The extensive corundum family is presented in a bright array of rainbow colours."

Eduard Josef Gübelin

A photograph of a dirt road lined with baobab trees in Madagascar at sunset. The trees have thick, light-colored trunks and bare, spreading branches. The sky is a mix of orange, pink, and blue. The road leads into the distance, flanked by the trees.

Conrad Fleet

THE MANY FACETS OF MADAGASCAR

DISCOVERING TREASURES
OFF THE TOURIST MAP



The incredible diversity within Madagascar offers an extraordinary range of landscapes and experiences. Dancing lemurs, exotic chameleons, baobabs, carnivorous plants, tropical rainforests: the island hosts a vast array of unusual flora and fauna. Its coastline presents hundreds of kilometres of coral reefs, turtles and whales, deserted beaches lapped by turquoise waters. With a north-south length of 1,580 km, it is the fourth-largest island in the world, while reaching its natural riches is an adventure in itself. A trip to Madagascar will always include lemurs, the island's most famous animal. The 103 lemur species that live on the island include the adorable Verreaux's Sifaka, famous for its dance-like skipping, the grey mouse and ring-tailed lemurs, and the golden bamboo lemur discovered in 1986. At Mandrare River Camp in southern Madagascar, you can see many of them, in addition to many other wild animals and birds, in the majestic setting of the River Mandrare, running through dense spiny forests. The luxurious tented camp, featuring uniquely hand-carved furnishings, is the perfect base to explore the incredible flora and fauna on the riverbanks. Madagascar's unique natural heritage reflects the island's evolutionary isolation, cut off from the rest of the world for 80 million years, after its separation from the Indian peninsula. Still today, scientists are finding previously unknown organisms, with 600 new plant and animal species found over the last 20 years.



On pages 16 and 17, the Avenue of the Baobabs in the characteristic landscapes of the Red Island, Morondava, western Madagascar, photo courtesy of Rod Waddington/flickr.com. On this page, top, Tsingy rock formation, photo courtesy of RachelMusgrave/flickr.com. Bottom, a girl from the nomadic Antandroy tribe at Nosy Be, photo courtesy of Original Travel, originaltravel.co.uk. Opposite page, top, chameleon, bottom, ring-tailed lemur, both courtesy of originaltravel.co.uk



Another iconic sight on the island is the baobab, a majestic and sacred tree, an emblem of Malagasy flora. There are eight species, six of which grow only on Madagascar. The so-called baobab alley 19 km from Morondava contains the largest concentration of specimens in the world, some of which are over 800 years old. The many local legends connected to the baobab include the story that the very first tree was planted upside down, the roots turned upwards towards the sky. These tales reflect the baobab's strange appearance. For nine months of the year, it has no leaves at all, and its thin, bare branches truly resemble a complex root system. Its huge trunk, up to nine metres in diameter, contains a large reserve of water that enables it to survive extreme climatic conditions. Its smooth and glossy bark has a grey-pink colour, becoming a glowing red at sunset, creating a chromatic link to the colour of the terrain, which is a pinkish red. The hue is created by the laterite-rich soil and gave the country its nickname, Red Island.





Erosion has worked to sculpt incredible, out-of-world landscapes on this Red Island. The Tsingy at Bemaraha National Park is a gigantic forest of stone, an infinity of pinnacles sculpted over millions of years, resembling the Surrealist paintings by Max Ernst, who scraped at layers of paint to create his own visions of stone forests lit by the sun. Reaching the best viewpoints can involve several different means of transport, culminating in a canoe trip, a hike through caves, caverns and rocky ravines, and across dizzying rope bridges.

As varied as its scenery are the ethnic groups living in Madagascar. It is possible to visit the proudly nomadic Antandroy tribe along a forest trek in the deep south of the island around Fort Dauphin, to experience their traditions and learn more about the island's history. Another location providing insights into Madagascar's history is Île Sainte-Marie. On the island, where in addition to time spent on the balmy powder-soft white sand beaches lapped by crystal clear, aquamarine seawater, local guides take the visitors to Cimetière des Pirates. There, old tombstones with the authentic skull and crossbones symbol can be found, as a reminder that this island, eight kilometres from the north-eastern coast of Madagascar, has once been a base for pirates. In the late 17th century, they hid in its tiny bays ready to attack the galleons passing on the Spice Route.

The discovery of a 55 kg ingot of silver by scuba divers in shallow waters off Île Sainte-Marie was connected to Scottish pirate Captain Kidd and his ship, the Adventure Galley.

On this page, hiking in the Tsingy rock formations, photo courtesy of Original Travel, originaltravel.co.uk, an agency that organises bespoke holidays in Madagascar. On the opposite page, Madagascar's laterite-rich soil that gave the country its nickname, Red Island, photo courtesy of flickr.com





Discovering the many treasures of Madagascar will always be an exclusive experience, as the island is still off the major tourist maps – an island the size of France, with just ten main roads. If you have a spirit of luxurious adventure and welcome the unexpected, a trip to this hidden gem will confirm St. Augustine of Hippo’s famous quote: “The world is a book and those who do not travel read only one page.”

Above, a beach on Île Sainte-Marie. Below, Tsingy geology on the coast of Madagascar. Both photos courtesy of originaltravel.co.uk



IWC PILOT’S. #B_ORIGINAL.



————— **Big Pilot’s Watch. Ref. 5010:** Leaning heavily on the first Pilot’s Watches and at the same time an original: like its illustrious predecessors, the latest Big Pilot’s Watch masterfully combines precision technology with functional design. The largest calibre developed and built in IWC’s workshops builds up a seven-day power reserve in next to no time. The triangular index positioned below the chapter ring and the slender five-minute indi-

ces take the dial closer to the 1940 original. Small wonder, then, that the same thing goes for the watch as its owner: originality is all about character. **IWC. ENGINEERED FOR MEN.**

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 · Glass secured against displacement



by drops in air pressure · Special back engraving (figure) · Water-resistant 6 bar, Diameter 46.2 mm · Stainless steel · Calfskin strap by Santoni

IWC Schaffhausen, Switzerland · www.iwc.com

FOLLOW US ON:     

IWC
SCHAFFHAUSEN

A woman with dark hair and light eyes is looking towards the camera. She is wearing a purple dress. Her hands are being styled by another person. One hand is holding a blue cushion-shaped pin cushion with several pins. The other hand is holding a piece of purple fabric. She is wearing a necklace with a diamond chain and a cushion-shaped sapphire pendant. She is also wearing a ring with a sapphire and diamonds. The background is a soft, out-of-focus interior.

Inspirations from the Atelier

Uniquely handcrafted creations set stunning highlights

Gübelin Jewellery, Drops of Water, platinum drop earrings with two oval sapphires from Madagascar, 6.78 ct and 6.72 ct, and diamonds, necklace in white gold with a cushion-shape sapphire from Sri Lanka, 6.12 ct, and diamonds, platinum ring with an oval Kashmir sapphire, 5.65 ct, and diamonds, fabric by YOH atelier de couture



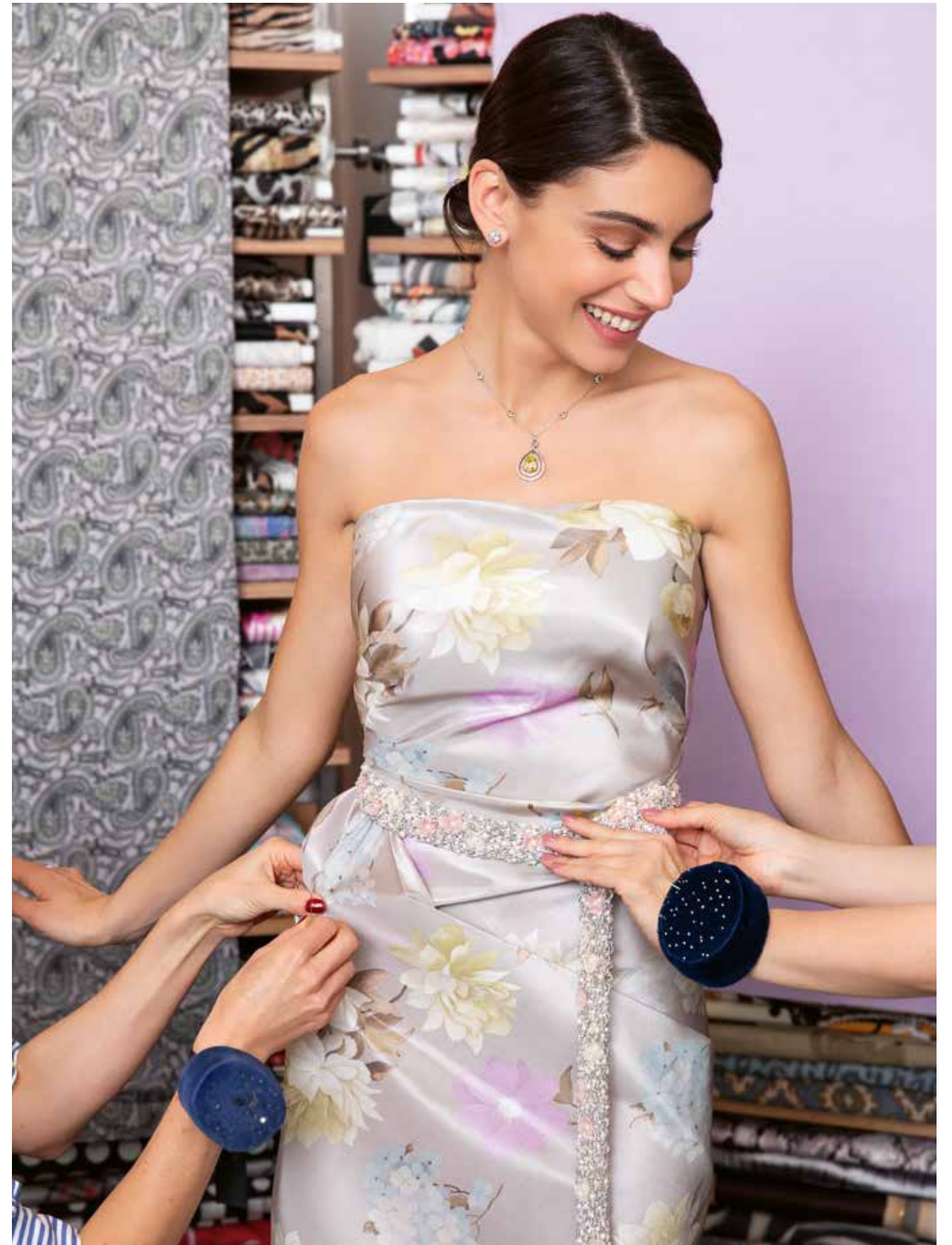
Gübelin Jewellery, Glowing Jellyfish, earstuds with two cushion-shape emeralds, 0.97 ct and 0.89 ct, and diamonds, necklace with a pear-shape emerald from Colombia, 6.14 ct, and diamonds, dress by YOH atelier de couture



Gübelin Jewellery, Glowing Jellyfish, earstuds with two cushion-shape Burmese rubies, 1.07 ct and 1.02 ct, and diamonds, necklace with a Burmese oval ruby, 2.17 ct, and diamonds, ring with an oval ruby from Madagascar, 3.25 ct, and diamonds, dress by YOH atelier de couture



Gübelin Jewellery, Drops of Water, platinum ring with an oval pink sapphire, 10.08 ct, and diamonds, fabric by YOH atelier de couture



Gübelin Jewellery, solitaire earstuds in white gold with brilliant-cut diamonds, 2.05 ct and 2.04 ct, Glowing Ember, white gold necklace with a yellow pear-shape sapphire from Sri Lanka, 7.88 ct, and diamonds, fabric by YOH atelier de couture



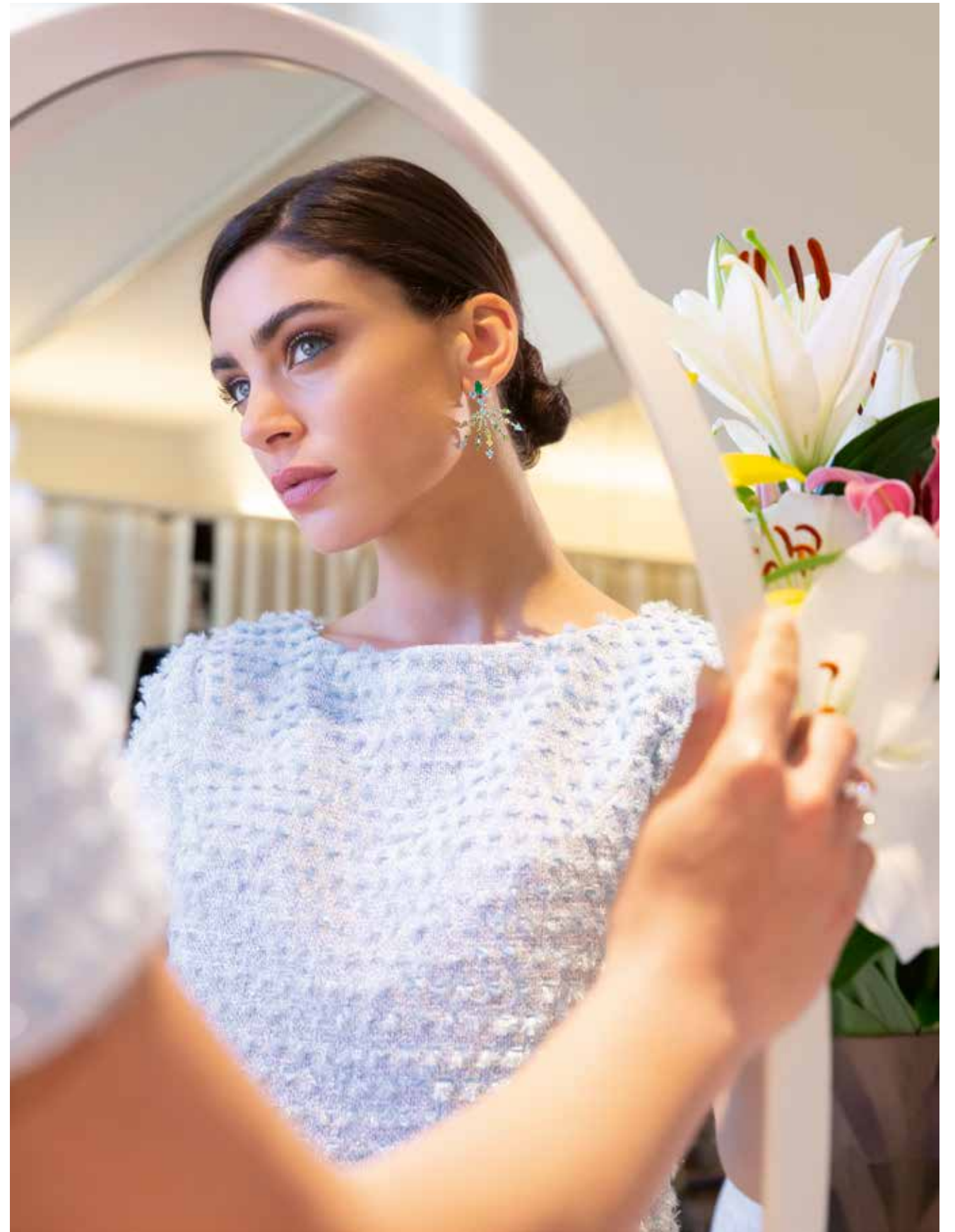
Gübelin Jewellery, Ornament of Flowers, drop earrings in white gold with two round emeralds from Colombia, 0.97 ct and 0.91 ct, and diamonds, ring with a round emerald from Colombia, 2.94 ct, and diamonds, fabric by YOH atelier de couture



Gübelin Jewellery, Ornament of Flowers, drop earrings in white gold with two Burmese oval rubies, 1.13 ct and 1.04 ct, and diamonds, white gold necklace with an oval ruby from Madagascar, 1.29 ct, and diamonds, white gold ring with an oval ruby from Mozambique, 2.20 ct, and diamonds



Gübelin Jewellery, solitaire ring with a brilliant-cut diamond, 1.55 ct, eternity ring with brilliant-cut diamonds, totalling 2.85 ct, Sparks of Fire bangles with tanzanite, aquamarine, amethyst and green tourmaline, eternity ring with brilliant-cut diamonds, totalling 0.43 ct, rings with a green tourmaline and diamonds, ruby and amethyst, dress by YOH atelier de couture



Gübelin Jewellery, Ornament of Flowers, drop earrings in white gold with two oval emeralds from Colombia, 1.00 ct and 0.86 ct, as well as yellow sapphires, tsavorites, aquamarines and green tourmalines, dress by YOH atelier de couture

Isabelle Junod Hinderer

CRAFTING HIDDEN TREASURES

TRANSLATING PERSONAL IMAGINATION
INTO A BESPOKE MASTERPIECE





“Gübelin is a dream maker. From the initial sketches to the amazing result, the entire process exceeded my expectations.”

Shafira Huang



Precious gemstones emit a timeless sense of natural beauty, drawing people in with their sparkle, brilliance and multifaceted colours, inviting the viewer to dive into its inner depths to discover the true soul of the gem. Gübelin Jewellery treasures this notion, following the Deeply Inspired philosophy of the House of Gübelin.

Honouring the unity of beauty, knowledge and craftsmanship, in completion of its sophisticated masterpieces and elegant haute joaillerie, Gübelin Jewellery offers a bespoke service, letting the customer experience the unique inspiration of the tradition-steeped house first-hand, while creating his or her own one of a kind piece of jewellery. Together with highly skilled designers, goldsmiths and gem setters, an exceptional creation is developed, revealing the hidden treasures within the chosen gemstone.

Gübelin Jewellery fulfils the bespoke dreams and wishes of customers to create one of a kind creations for and with them, one of them is Hong Kong based Shafira Huang. The successful business owner is a caring wife and mother, who loves fashion and collects jewellery.

Together with the Gübelin Jewellery designers, Shafira Huang created her very own, one of a kind pieces of jewellery. Her matching set consists of drop earrings, a necklace and a ring. What connects these elements is not only their elegant playfulness, but they also share the intense luminosity brought about by the Paraiba tourmalines as the centrepiece, as well as pink sapphires, which add sparkling details. Diamonds further accentuate the sophisticated lightness of this breath-taking jewellery set. Her main inspiration for the design are her family and friends who, to her, are like stars in the sky. “You might not get to see them every day, but they are always going to be there”, she explains.

A bespoke piece of jewellery develops from the initial contact. “Customers often arrive with very personal wishes linked to special occasions, and they share their dreams with us at the start of the project. We do everything possible to ensure that they feel welcome home at our boutiques, showrooms and initiatives

such as the Hong Kong private salon experience. Sometimes we even open our atelier and work together with the client. Other times we invite them to explore the inner beauty of coloured gemstones at Gübelin Academy classes, or directly with the experts at our Gübelin Gem Lab in Lucerne, Hong Kong or New York”, explains Thomas Prantl, Executive Vice President Jewellery at Gübelin. The focus on coloured gemstones and their inner beauty ensures that the final bespoke jewellery pieces always reveal the Gübelin imprint. Every piece of Gübelin Jewellery is recognizable as a unique piece from the Gübelin atelier.

Photo on pages 34 and 35, the completely bespoke jewellery set “Hidden Treasures by Shafira”, reveals the deep meaning within a Paraiba tourmaline; on page 36, Shafira Huang wearing her uniquely crafted jewellery, consisting of matching drop earrings, a necklace and a ring, which she has designed together with the Gübelin Jewellery atelier; this page, Paraiba tourmalines are the luminous stars of this necklace, while pink sapphires and diamonds add sparkle and playfulness

Diving deep into a Paraiba tourmaline to uncover its hidden treasures, thanks to photomicrography, Shafira Huang marvelled the remarkable forms and patterns found within the gemstone. She associated the multiple facets and the sparks of light deep inside the gemstone with pleasant waves, enveloping sea stars, snails and shells. Together with the expertise of the jewellery designers, she was able to translate her inspiration into a first sketch. Her very own jewellery set was about to be composed in a collaborative effort, sharing sketches and notes back and forth to ensure all of her requirements and wishes were properly met and possible expansions and changes could be planned in.

Once the final hand drawn design of her bespoke creation was finalised and agreed upon, the experts at Gübelin Jewellery created a digital prototype, using cutting-edge technologies. It enabled Shafira Huang to experience the design from different angles, letting her feel the proportions of her jewellery. “In the bespoke process we guide the client to make the best decisions in order to create a timeless piece of high jewellery that will be passed on to the generations to come”, Gübelin Jewellery designer Tobias Wüest explains.

At Gübelin Jewellery, the whole process from the first sketch up to the finished piece is taken care of completely in the in-house atelier in Lucerne. Experienced goldsmiths and gem setters bring to life the artful masterpieces created by the design team. To ensure the highest quality, every single piece is subject to a thorough final examination under a microscope and is meticulously reviewed. This passionate attention to detail is evident in every piece of Gübelin Jewellery.



“Hidden Treasures by Shafira”, as the bespoke set is called, required a total of 900 working hours to be finished. The Gübelin family is passionately involved in bespoke projects, which is why Wilvy Sy Gübelin personally revealed the bespoke jewellery set to Shafira Huang in Hong Kong. “Gübelin is a dream maker. I think, today, people love to wear jewellery in multiple ways – not just for one occasion, but any time they like”, adds Shafira Huang.

To respect earth’s precious resources, all Gübelin Jewellery presentation boxes are exclusively manufactured from FSC-certified wood grown in responsibly managed forests. For Shafira Huang, the beauty and authenticity of the gemstones are of the utmost importance. Knowing that she can entrust this aspect to Gübelin is a fundamental part for her.

“Gübelin gives you the freedom to dream”, says Wilvy Sy Gübelin and explains the bespoke process further: “Our jewellery atelier can fulfil virtually any request. You simply share your heart’s desire with us and we will find ways to make it a reality.”

Opposite page, top: the remarkable patterns and forms found deep within a Paraiba tourmaline inspired Shafira Huang and the Gübelin Jewellery designers to create this unique ring; bottom, Shafira Huang wearing her bespoke jewellery in the Private Salon in Hong Kong; this page, an artisan is working on the ring, setting a small star as a playful detail of the ring



Henry Neuteboom

AN ICON'S SECRET FACE

JAEGER-LECOULTRE UNFOLDS
THE UNEXPECTED TWIST IN
THE HISTORY OF THE REVERSO



The Reverso is one of Jaeger-LeCoultre's most famous watches, and it has been made in myriads versions for over 80 years. Nevertheless, it began life as a single bespoke piece, born from a specific need. In winter 1930-31, Swiss watch trader César de Trey was travelling in one of his best markets, India, and one day watched a polo match played by British Army officers. One of them was wearing his watch during the game, and his timepiece suffered a direct hit from the ball, which smashed the watchglass and damaged the hands and dial. During conversation after the match, he suggested that de Trey, with all his contacts in the watch industry, could devise a watch capable of standing up to the rough and tumble of sports

action. De Trey talked to Jacques-David LeCoultre, who passed the request on to Paris-based watchmaking company Jaeger. The result was Reverso, patented in March 1931 as "a watch capable of sliding into its base and of turning completely on its axis." However, its fascinating history has an unexpected twist.

The period in which the Reverso was created was also the time when the first sapphire crystals were made. This tough, scratch-resistant, transparent material was soon adopted for watchglasses instead of the natural crystal that had been used up until then. The Reverso had been designed specifically for self-protection, but the invention of sapphire crystal made this need less important. In actual fact, Reverso's success can be attributed more to the fact that its unique design provides a space to personalise the watch, with engravings, crests and symbols. Today, a Reverso can have a second watch face, a different style of decoration, or another function.

"This creates a sense of surprise," says Stéphane Belmont, Director of Heritage and Rare Pieces at Jaeger-LeCoultre, "so when you see a Reverso, you always think, I wonder what's on the back! It's a playful watch, a watch that has a secret on its reverse face." Catherine Rénier, CEO of Jaeger-LeCoultre adds: "The iconic Reverso reflects our know-how in terms of innovation, art and precision. It is completely in line with our brand identity. We have a magnificent heritage and know-how and we shouldn't be shy on sharing it to the world."



The creation of individualised watches is an important part of Jaeger-LeCoultre's brand heritage, made possible by its high level of vertical integration, with over 180 techniques brought together in the manufacture at Le Sentier. This is significant for customers because they know that the product has been made entirely in one location, optimized because all the experts involved in the different stages can work together, improving the final product and making it unique. "So the end result is of higher quality," adds Stéphane Belmont, "different to the others, something that reflects not only the state of the art today, but the watchmaking of tomorrow."



Photo on pages 40 and 41, crafting the Reverso case at the Jaeger-LeCoultre manufacture. Opposite, the Reverso provides the perfect opportunity for personalising a watch. Left, a moon phase display is just one of the many complications featuring in the Reverso range. Above, Stéphane Belmont, Director of Heritage and Rare Pieces at Jaeger-LeCoultre



“I visited the manufacture four years ago, and I was at the time very impressed by its size and the complexity of watchmaking. Jaeger-LeCoultre has a beautiful heritage and story that need to be shared and I am very proud to be part of this fascinating world where innovation, precision, rare crafts and passion are combined”, adds Catherine Rénier. To craft personalised decoration, artisans work closely with technical specialists, because the watch is a very technical item. For example, the Reverso’s case alone has over 55 parts, and so the artisans engaged on a watch of this type have to operate with the high precision necessary for its correct functioning. This cooperation offers another advantage: it encourages creativity. “You cannot create and innovate just because you are a designer or an art director,” says Stéphane Belmont. “The process of creation needs time spent with the watchmakers, the craftsmen, and the people responsible for research and development. This cooperation generates many more ideas than when you are alone in front of a blank sheet of paper.”

Jaeger-LeCoultre responds to the constant demand for personalised timepieces by ensuring a seamless experience for customers. The creation of a watch that has something unique makes it a product that cannot be delivered instantaneously. If you want something very personal, initial contacts are followed by the definition of your special subject, such as your personal crest. Reaching the final design itself takes a few weeks, going back and forth with proposals, and then the actual process of making the watch takes six to nine weeks. An enamel painting, such as a portrait, requires a much longer time, starting with the development of some drafts in which the colours can be selected and the composition designed according to the small space available. In this case the total time from the beginning of the project to delivery can be between six and nine months.

Jaeger-LeCoultre has developed close contacts with other areas of artisanal expertise, such as the Argentinian bootmakers Casa Fagliano, as there are interesting parallels with the watch brand. For example, at Casa Fagliano,



the artisans are part of a family business in which traditional skills are passed on from one generation to another, while each generation also adds something new. Behind the results, there are many artisans who have to be coordinated, people performing essential functions, whose contribution may not be immediately obvious in the finished work. Stéphane Belmont concludes: “In a watch, you tend to forget, or not really see, all the artisans involved in creating something that looks beautiful, to the point of seeming almost natural.”

Above left, a traditional guilloché engraving machine whose use requires advanced artisanal expertise. Above right, Catherine Rénier, CEO of Jaeger-LeCoultre. On the opposite page, another example of the surprise effect offered by the flip-over Reverso case



“The iconic Reverso reflects our know-how in terms of innovation, art and precision, completely in line with our brand identity.”

*Catherine Rénier,
CEO Jaeger-LeCoultre*

ROGER DUBUIS

DARE TO BE RARE




EXCALIBUR
HURACAN

Powered by Raging Mechanics

Beijing - Beverly Hills - Dubai - Geneva - Hong Kong - London - Macau - Monaco - Moscow - New York - Paris - Riyadh
Seoul - Shanghai - Singapore - Taipei - Tokyo

www.rogerdubuis.com - Follow us on Instagram



Isabelle Junod Hinderer

FROM DREAM TO REALITY

CREATING HAUTE COUTURE BY TRANSLATING HERITAGE
INTO FANTASTICAL CREATIVITY

Since its beginning in 1947 Christian Dior has always been a pioneer and brought back elegance and “joie de vivre” to the dresses of the post war times. He was the first French designer featured on the cover of Time Magazine in 1957 and the first who produced his own lipstick under the name Rouge Dior. After his early death several designers followed in his footsteps before Italian designer Maria Grazia Chiuri joined the most French of haute couture houses in 2016. She is the first ever female creative director in charge of the historical fashion house since its creation. She perpetuates Mr Dior’s spirit and style, giving it her own point of view influenced by her past and her culture. From dream to reality made to last for generations, timeless elegant and unique, translating heritage into fantastical creativity.

Back in 1947 Dior already had a French avant-garde vision and a magnificently sophisticated design. The new silhouette with flowing skirts and cinched waists had already turned the era’s codes of fashion and femininity upside down, bringing back romance and using fabric flows in abundance. Today, more than 70 years later, the House continues to surprise and to enchant every season, deriving its inspiration from a strong heritage and translating it into today’s fashion codes.

With this year’s creation, Maria Grazia Chiuri brings sensitivity to the house, giving particular attention to craftsmanship and details reflecting the know-how and poetry of our fast-changing world.

On this page, details of the remarkably rich fabrics used by Maria Grazia Chiuri and her team of designers at Dior to compose the flowing, shimmering garments in the maison’s spring/summer 2019 haute couture collection



The collection is a parade presented in the garden of the Rodin museum in a tailor-made circus tent, in memory to Mr Dior’s love for the circus in a very sophisticated and elegant way. The tent with its one kilometre of lighting and its 2,000 square metres of tent fabric looks as spectacular as the collection itself and creates the perfect ambiance to welcome the guests from around the world under an intimate and magical marquee.

No other place than the circus could better express the dream of haute couture. For Maria Grazia Chiuri, the fantastical creative chaos provides the starting point for the spring summer collection 2019. The visual unfurling of the pieces pays tribute to the circus and appeals to the imagination associated with it through customs, fashion and art. Like some of the key pieces of this year’s show including the short dress produced entirely in the atelier at 30 avenue Montaigne representing a total of 450 hours of work. The lengths of silk tulle of a quality associated with Monsieur Dior’s era have been hand-dyed in subtly graded shades. Carefully woven by hand on a foundation in the manner of a basket weave.

In this page, flowing, shimmering garments in the maison's spring/summer 2019 haute couture collection. On page 52, left, a look from the Dior spring/summer 2019 haute couture collection; right, the collection was presented in a tailor-made circus tent in the Rodin Museum garden photos courtesy of Adrien Dirand





The dress entirely embroidered with bowls and small sequins of silk organza in pastel colours is composed of three elements: a suit, a combi-short and a jacket. About 800 hours of embroidery work were required to finalize this masterpiece. About 300 hours of work and more than three people were required to make the dress in thick leather satin, 100% silk. To obtain this degraded result the dress was first made in the workshops and then soaked in a coloured solution.

For Maria Grazia Chiuri, fashion in general and haute couture in particular must be a dialogue between the designer and the clients, between dream and reality with a very strong focus on details, fabric and craftsmanship. A reflection on today's time keeping the heritage and knowhow alive as couture is forever, not only for a season.



HAUTE COUTURE

Defined in 1945 by the Chambre Syndicale de la Haute Couture (since 2017 known under the name of the Fédération de la Haute Couture et de la Mode), one can only qualify as an haute couture house, if made-to-order clothes are designed for private clients, including more than one fitting.

Furthermore, an atelier or workshop that employs at least fifteen fulltime staff is to be maintained. One must also have twenty fulltime technical workers in one of the workshops. Finally, haute couture houses must present a collection of no less than 50 original designs – both day and evening garments – to the public every season, in January and July. Their headquarters must be in Paris and only an established haute couture house is allowed to introduce a new haute couture designer.



There is no mystery
about a Girard-Perregaux,
*simply more than two centuries of craftsmanship
and a perpetual commitment to perfection.*

CAT'S EYES BI-RETRO, PINK GOLD CASE SET WITH DIAMONDS

GP
GIRARD-PERREGAUX

HAUTE HORLOGERIE SUISSE DEPUIS 1791



Conrad Fleet

AN IDENTITY CARD FOR COLOURED GEMSTONES

THE PROVENANCE PROOF BLOCKCHAIN
BRINGS NEW TRANSPARENCY
TO THE INDUSTRY



In today’s world, transparency is something that people have come to expect in all walks of life. We know that, if we wanted to, we could trace the timber used for a piece of furniture that we buy, and seek reassurance that the trees came from sustainably-managed forests. It’s not surprising that people expect the same sort of information when buying more valuable commodities such as artworks, antiques and jewellery. But up until recently, for many coloured gemstones, this sort of transparency has not been available and the origin of gemstones was documented purely by self-declarations from the mining companies. The Provenance Proof Blockchain is an initiative developed by the Gübelin Gem Lab, a ground-breaking system that provides transparent information on a gemstone. It is a true industry-wide, independently operated system, with no obligation to use services or products from Gübelin or the Gübelin Gem Lab and completely free of charge. In the words of Raphael Gübelin, “The Provenance Proof Blockchain opens up completely novel business models in our industry, and opportunities to establish more sustainable and fairer practices.” That translates to increased consumer confidence, an essential ingredient for any retail company and above all for the luxury sector.

Over the course of its over 160 years of history, the House of Gübelin has shown its moral commitment to giving customers the most comprehensive information possible on the gemstones that they purchase. Pivotal in this respect was its decision to open a gemmological laboratory in 1923, which developed into one of the world’s most respected institutions of its type, operated as a completely

Photo on pages 54 and 55, mining a gemstone is just the first stage in a long and complex process, for which the new Provenance Proof Blockchain developed by the Gübelin Gem Lab provides transparent documentation. Photo courtesy of Shutterstock. On this page, above, uncut emeralds. On the opposite page, above, the launch of the Provenance Proof Blockchain at the AGTA GemFair in Tucson, and below, a schematic depiction of the steps leading from an uncut stone to the jewellery boutique

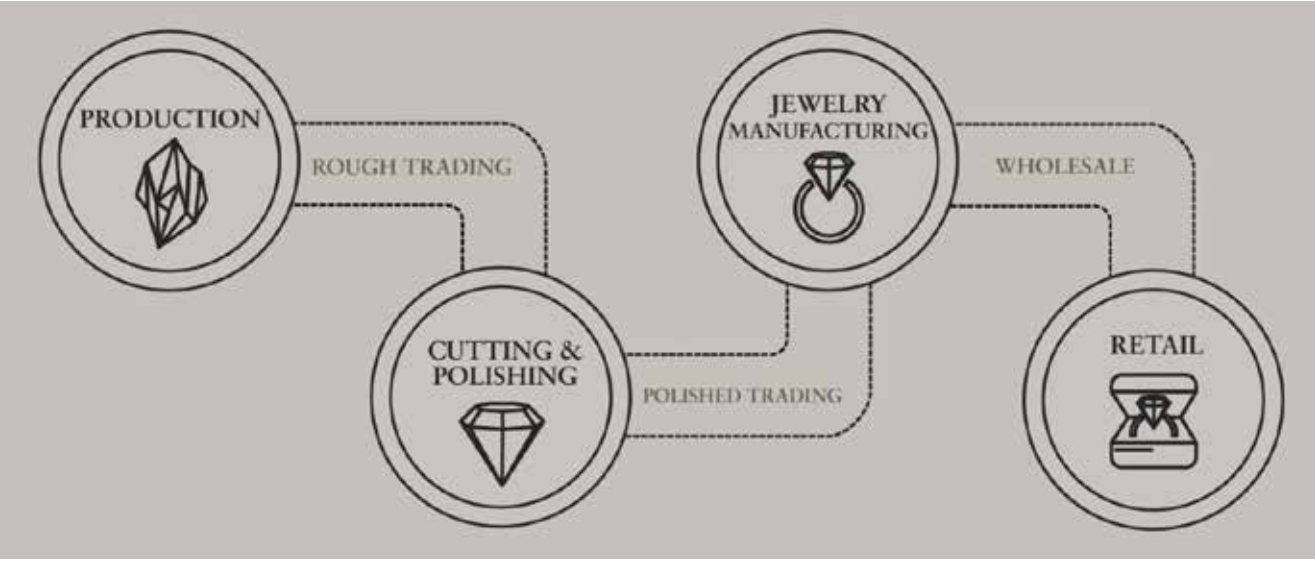
independent subsidiary. With laboratories in Lucerne, Hong Kong and New York, the Gübelin Gem Lab provides analyses of diamonds, coloured gemstones and pearls, and is particularly known for its expertise in coloured gemstones. “Today’s buyers have greater expectations when it comes to information about a gem’s history,” says Raphael Gübelin, President of the House of Gübelin, “and transparency becomes more and more important. Clients want to know more about where their gemstones are coming from and which parties are involved.” In the past, the complexity of the supply chain for a gemstone, from mine to dealers, cutters, jewellers and retailers, made detailed documentation on provenance for individual stones impractical. The system was largely based on trust, or at best, lengthy paper trails. So how can the information on the characteristics and provenance of a gemstone be recorded in a format available to all parties?

Over recent years, the Gübelin Gem Lab has developed a suite of new procedures that approach the question of identifying and documenting the source of coloured gemstones, such as the Emerald Paternity Test that uses DNA-based nanolabels to tag each stone at the mine. Information on the mining location, the miner and the date and time of mining is encrypted and stored in the DNA, which is then applied to the rough stones. The labels are invisible even to an optical microscope and have no effect on the stone’s appearance. At any stage of a stone’s history, the nanolabels can be decoded to retrieve the information. The world’s most important emerald mines have already adopted this technology.

Ascertaining the authenticity and identity of a gemstone is just the first stage of the process. The next step developing

a system that could document the gemstone as it progresses through the entire value chain, from one player to the next. The pivotal move towards transparency and sustainability arrived when the Gübelin Gem Lab announced the Provenance Proof Blockchain for coloured gemstones, a permanent, independent, industry-wide solution that enables the history of each gemstone to be documented systematically, in a digital ledger accessible to the owner or custodian of the stone.

Everledger, a company specializing in blockchain solutions for valuable goods, was given the task of building the system’s architecture, features and infrastructure. It provides a permanent, tamper-proof record of all the transactions involving a gemstone. “The concept and technology of a blockchain transforms an opaque business based on trust into a business based on transparency,” says Raphael Gübelin. “Combining the blockchain with physical tracing methods is a quantum leap for our Provenance Proof initiative.”



Leanne Kemp, founder and CEO of Everledger, declared, “We are pleased to embark on such a monumental collaboration with the Gübelin Gem Lab, a gemmological pioneer, combining our solution with their patented technology under the Provenance Proof initiative, as a world-first.” Having successfully applied Everledger’s innovative solution to the diamond industry, it is a natural progression to expand the application to coloured gemstones. Everledger’s purpose of trust-building and driving next-generation practices for global markets by enabling transparency across the supply chain aligns perfectly with the Gübelin Gem Lab’s Provenance Proof initiative. “We look forward to paving the way to better assurances from mine to market”, she adds.

In the Provenance Proof Blockchain, from the start of the gemstone’s journey at the mine, every transaction is validated and incorporated into the ecosystem, becoming an immutable digital block that comprises the key to the previous entry, a timestamp, and the transaction data, all cryptographically secured. Every successive transaction is registered in the same way by creating a new block with a new key, linked to the previous block. Together the blocks form a digital ledger, that can be examined by all verified participants. At every stage, only the party that is physically in possession of the gemstone, its owner or custodian, is allowed to add a new block in addition to having full upstream visibility – in other words, all the transactions leading back to the mine. The peer-to-peer nature of the transactions and the transparency of the blockchain gives the system a robust resistance to data loss, unauthorized modification or fraud.

The pilot phase of the Provenance Proof Blockchain was completed in the last quarter of 2018, and the system became fully operational in February 2019, with a roll-out at the AGTA GemFair in Tucson.

Below, the Provenance Proof Blockchain developed by the Gübelin Gem Lab is a creative application of blockchain technology to the world of coloured gemstones, creating a cryptographically-secured digital ledger for each stone

“We have established the Provenance Proof Blockchain to promote transparency in the gemstone industry on a completely new level.”

Raphael Gübelin



BVLGARI
ROMA

OCTO
finissimo

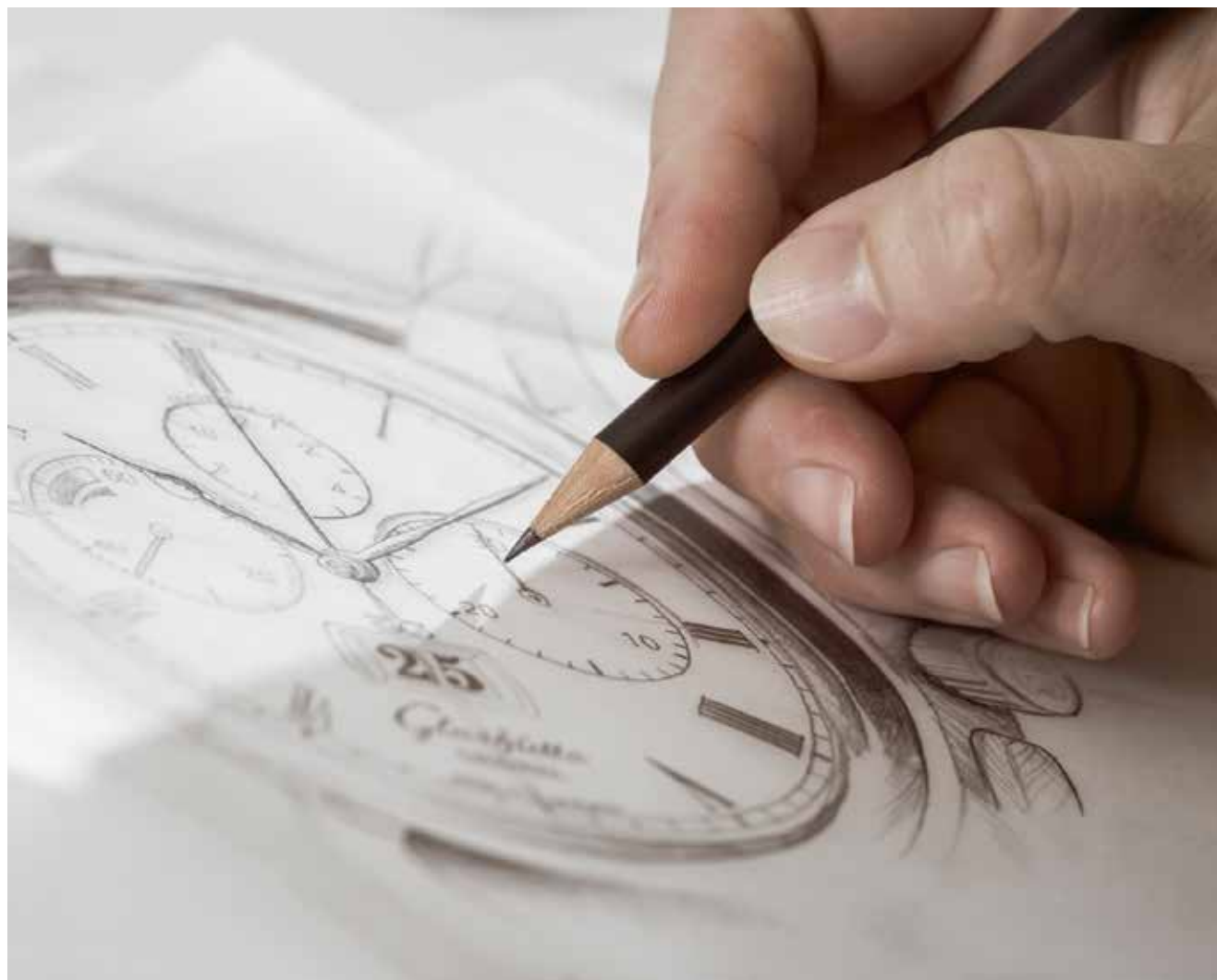
BVLGARI.COM #LIFEISNOTROUND

Henry Neuteboom

QUALITY TIME

WATCHES BY GLASHÜTTE ORIGINAL ARE HALLMARKED
BY THE METICULOUS CARE AND EXPERTISE
LAVISHED ON EVERY COMPONENT





The success of Glashütte Original and its watches is an incredible story of triumph over adversity, and it is a story that is underscored by an important value: an unswerving dedication to quality. This trait was present at the start of Glashütte's watchmaking traditions back in the 19th century, and it is a crucial factor still today, now that Glashütte Original has become a global brand with a retail network reaching all over the world. Glashütte Original's fascinating history is closely tied to the fortunes of the eponymous town not far from Dresden in Saxony. In the early 19th century, the silver mines that were Glashütte's principal source of income started to run out of ore. The Saxon Government had the idea of

establishing a watchmaking business in the area, and the first workshops were set up in 1845. By the end of the 19th century, pocket watches made in Glashütte had become so prestigious, renowned for their fine engineering and high precision, that the name of the town was often printed on the dial as a quality mark.

The dramatic events of the 20th century radically affected the industry, and the local watchmakers faced their greatest challenge in the late 1940s when they found themselves with no premises and no tools, and they had to start from scratch, building new machines from memory. After the fall of the Berlin Wall, the unification of

Germany made it possible to privatize the manufactory and return to the world of haute horlogerie under the brand name Glashütte Original. In 2000, the company became part of the Swatch Group, a development that opened up new international markets by means of the group's extensive distribution network.

On pages 60 and 61, the Lady Serenade by Glashütte Original. On these pages, Glashütte Original performs about 95% of production stages in-house, including dial design and manufacture. The movements are entirely developed in-house

The manufactory building was refurbished and reopened in 2003. Every watch by Glashütte Original contains references to the company's origins, expressed by its classic design, superb workmanship, and traditional design elements such as the Glashütte three-quarter plate, and the screw balance with swan-neck fine adjustment.

They are objects of high precision and great beauty, which can be seen in the precious materials used for the case, continuing deep down into the heart of the movement, whose sophisticated technology can be viewed through the transparent sapphire caseback. At the same time, their robustness makes them perfectly suited to everyday use. In the course of Glashütte Original, the focus is once again on quality, attained by absolute control over all the many processes involved in making a watch. About 95% of the steps in the watch's production are performed at the brand's own manufactory. The breath-taking movements are superbly finished, with most operations performed by hand. An equal level of attention is dedicated to the dial, an apparently static component that makes a fundamental contribution to the watch's overall appearance. Its manufacture is a complex procedure involving many successive operations – which may reach up to 80 stages – with a high degree of manual expertise, performed on delicate, wafer-thin blanks that are on average no more than 0.8 mm thick. Many brands rely on external suppliers for their dials, and Glashütte Original is an exception

in this regard: it is one of the very few manufacturers to have the capability of making its dials in-house. Its specialist manufactory is located in Pforzheim, a town that has been an important centre for jewellery and watchmaking since the late 1700s. There, craftsmen perform all the tasks involved, from the production of the blank, right through to the skilled manual processes that bring each dial to its final state of perfection.

“Every watch by Glashütte Original contains references to the company's origins, expressed by its classic design, superb workmanship, and traditional design elements.”





For a company such as Glashütte Original, the skill of its artisans is instrumental to success. The company is deeply committed to training young watchmakers and safeguarding the survival of traditional horological techniques, and it operates its own training institute, the “Alfred Helwig” School of Watchmaking, located in a classical building at the heart of the town, built for the “German School of Watchmaking Glashütte” founded in 1878. The same building also houses the German Watch Museum Glashütte that provides a fascinating portrait of the development of watchmaking in the town. Close by, the principal manufactory building gives eloquent expression to another important value for Glashütte Original, transparency, with its glass walls and an impressive 23-metre high atrium providing views onto the interconnected ateliers, workshops and departments responsible for the various phases of manufacture. In a way, the architecture

recalls what goes on inside the case of an haute horlogerie timepiece. It is a place where the carefully-orchestrated combination of traditional techniques, refined design, modern materials and technology applied to case, dial and movement enables Glashütte Original to engineer a miraculous alchemical opus: the transformation of time into pure emotion.



Above, the Glashütte Original Senator Excellence Panorama Date and the Senator Excellence Panorama Date Moon Phase. Below, fine adjustment at the screw balance of the Calibre 36. Right, the manufactory building in Glashütte



Summer turns Pink

The perfect colour for long summer nights

Flowers to fall in love with

Tom Flowers

The exclusive Monobouquets by Tom Flowers impress with modern aesthetics and simple design. Only the flowers, in the spotlight.
tomflowers.ch



Summer colours

Jacqueline Loekito

The young Swiss designer with British and Indonesian roots has already presented two collections at Mode Suisse. She designs garments in her signature pink colour, as fresh as summer.
jacqueline-loekito.com



A piece of tradition

Kolb

For over 100 years, Kolb & Co. has spoiled its customers with carefully handcrafted soap. Made in Switzerland according to a traditional recipe, it nourishes and cleanses the skin. More than a bar of soap – a pure sensual pleasure.
kolb1914.com



Yannick Aellen

Yannick Aellen, initiator and director of Mode Suisse, is at home in Zurich. His appointments include, among others, said show and networking platform for selected Swiss fashion designers, and show productions for Akris and Alexis Mabille. His quality and originality always accompany him, as with the tips he put together for us. Be inspired by all the hues of pink!
modesuisse.com
yannickaellen.com
Image: Jen Ries



Pretty in Pink

MAC

The matt, weightless finish of MAC Shocking Revelation with its soft colours gives every skin tone a glamorous and romantic effect. The favourite on the catwalk of Mode Suisse is also the ideal after-show companion.
maccosmetics.ch



Unique childhood dreams

Pyjamatz

These Lucerne-designed models made of high-quality fabrics exude love and *joie de vivre*. Portugal was chosen as the production site, in order to guarantee transparency right down the line of production.
pyjamatz.ch

Bright prospects

Maison Bergdorf

This unique boutique bed&breakfast, nestled in peaceful gardens in the heart of Interlaken, offers a cosy ambience. Here, you can enjoy delightful relaxation.
maisonbergdorf.ch

Dreams made of silk

ZSIG x Mode Suisse

This unique shirt features vintage design combined with Ottolinger's well-known batik signature. The perfect, elegant marriage between contemporary design and archives of the Zurich silk industry heritage.
zsigg.ch



Vacation in a bottle

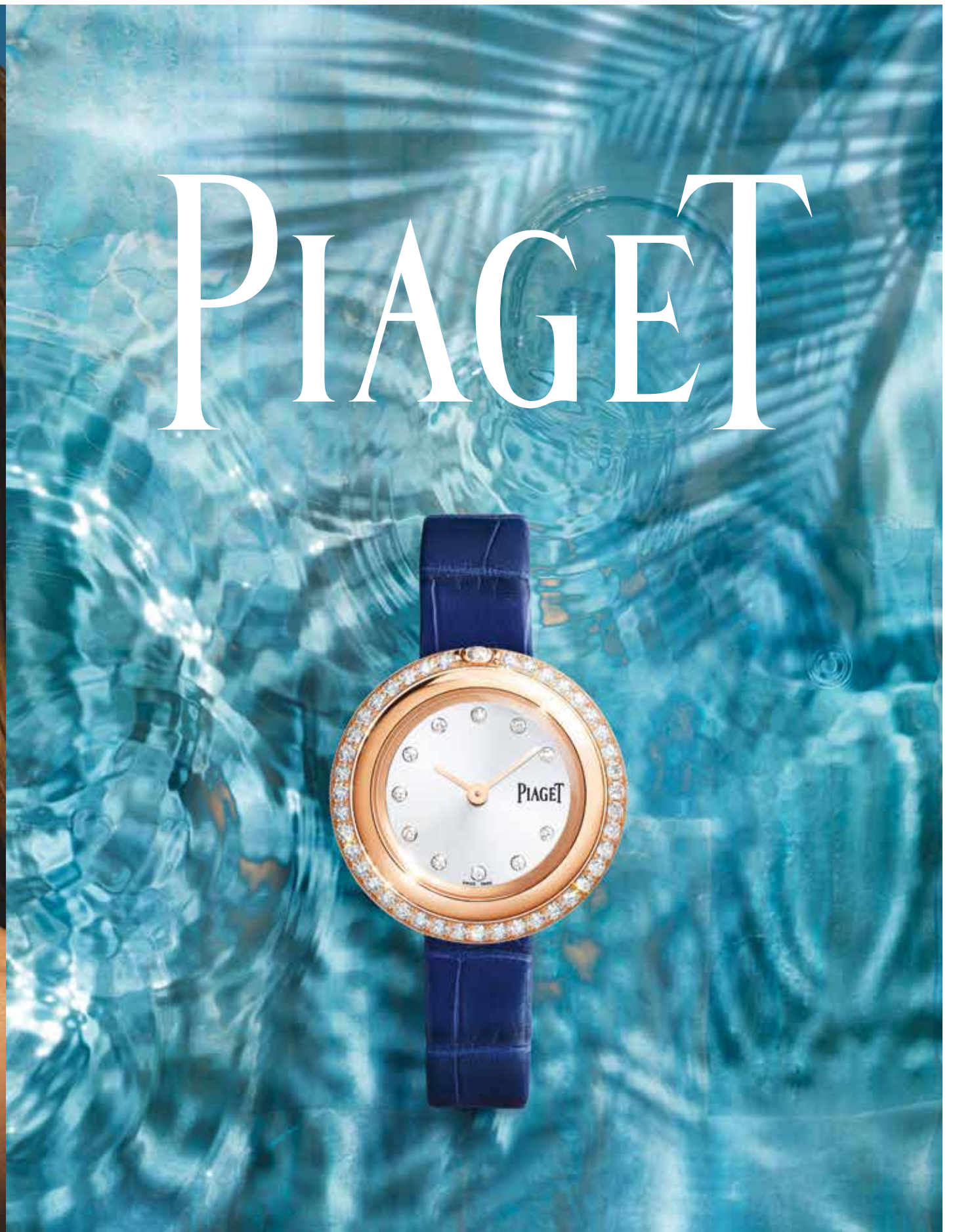
In'n'out Fragrances

For those ones who yearn for sun and holidays all year round, the perfumer and art director Niklaus Mettler has captured the summer. Eau de Splash – Casablanca conjures the scent of sand, warmth and light into the city.
innoutfragrances.com





POSSESSION



Piaget.com



Henry Neuteboom

THE REVELATION OF INNER BEAUTY

MICHEL COMTE'S PHOTOGRAPHS
CAPTURE DEEP MEANING AND
UNIQUE PERSONALITY

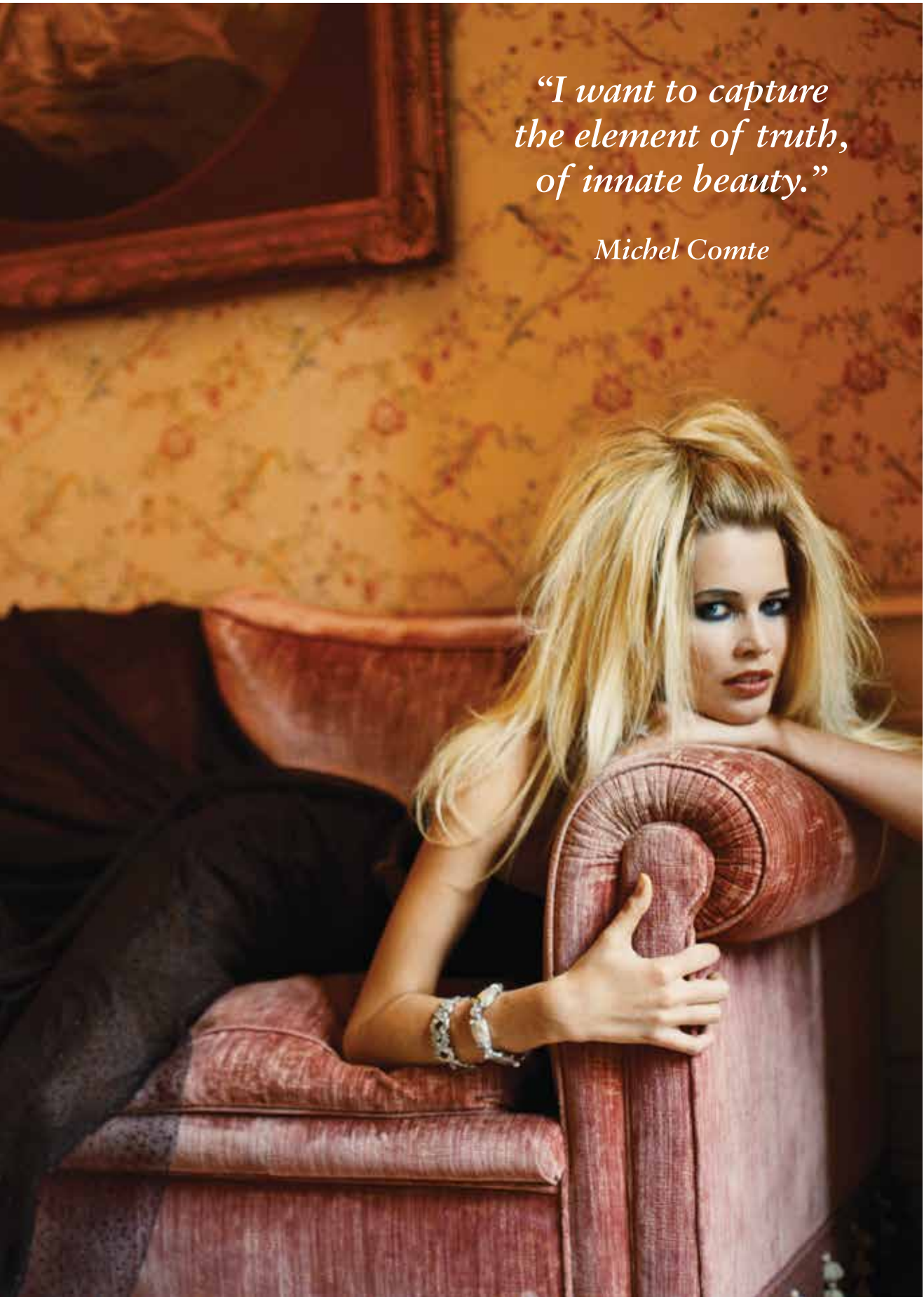


Photography is a truly bespoke art in which the act of creation seemingly takes place in a fraction of a second – building on a vast heritage of training, experience and interpretation. But what exactly happens at the crucial moment, the instant in which the artist captures not only external likeness, but also the spontaneous, intimate revelation of character and internal beauty, is something of a mystery. Particularly in the case of a photographer such as Michel Comte, who has produced a vast body of work, but who is intensely private. His work and lifestyle have taken him all over the world, from fashion sets to remote landscape settings, from his home on Lake Zurich to the locations of his charity endeavours such as the Water Foundation, but Comte prefers to remain enigmatic, in the shadows. His desire has always been to focus attention on his subject, whether personality, landscape or art piece, rather than on himself. Born in Zurich in 1954, he celebrates his 65th birthday this year. Comte trained as an art



restorer in France and the UK, and began work in Paris where his specialization in the restoration of contemporary artworks brought him into contact with figures such as Andy Warhol and Yves Klein. At the same time, he was developing his photographic techniques, and in 1979 began working on fashion shoots. During his three decades of work on commissions from top brands, Comte also created the portraits of personalities and models that consolidated his fame, including iconic covers in Vogue and Vanity Fair. His signature portraits are immediately recognizable for their character and immediacy. He reveals not just beauty, but also strengths and weaknesses narrated by textures, sweat, smoke, tears, hair and jewellery, creating an image that reads like a story. Michel Comte manages to identify the moment at which everything – composition, expression and posture – contributes to a portrait that reveals the subject’s inner self. He seems to want to fathom the extremes, in his work just as in his own restless lifestyle.

Photos by Michel Comte. On pages 70-71, Sharon Stone. On these pages, from left, Joan Severance, Catherine Deneuve, Claudia Schiffer



“I want to capture the element of truth, of innate beauty.”

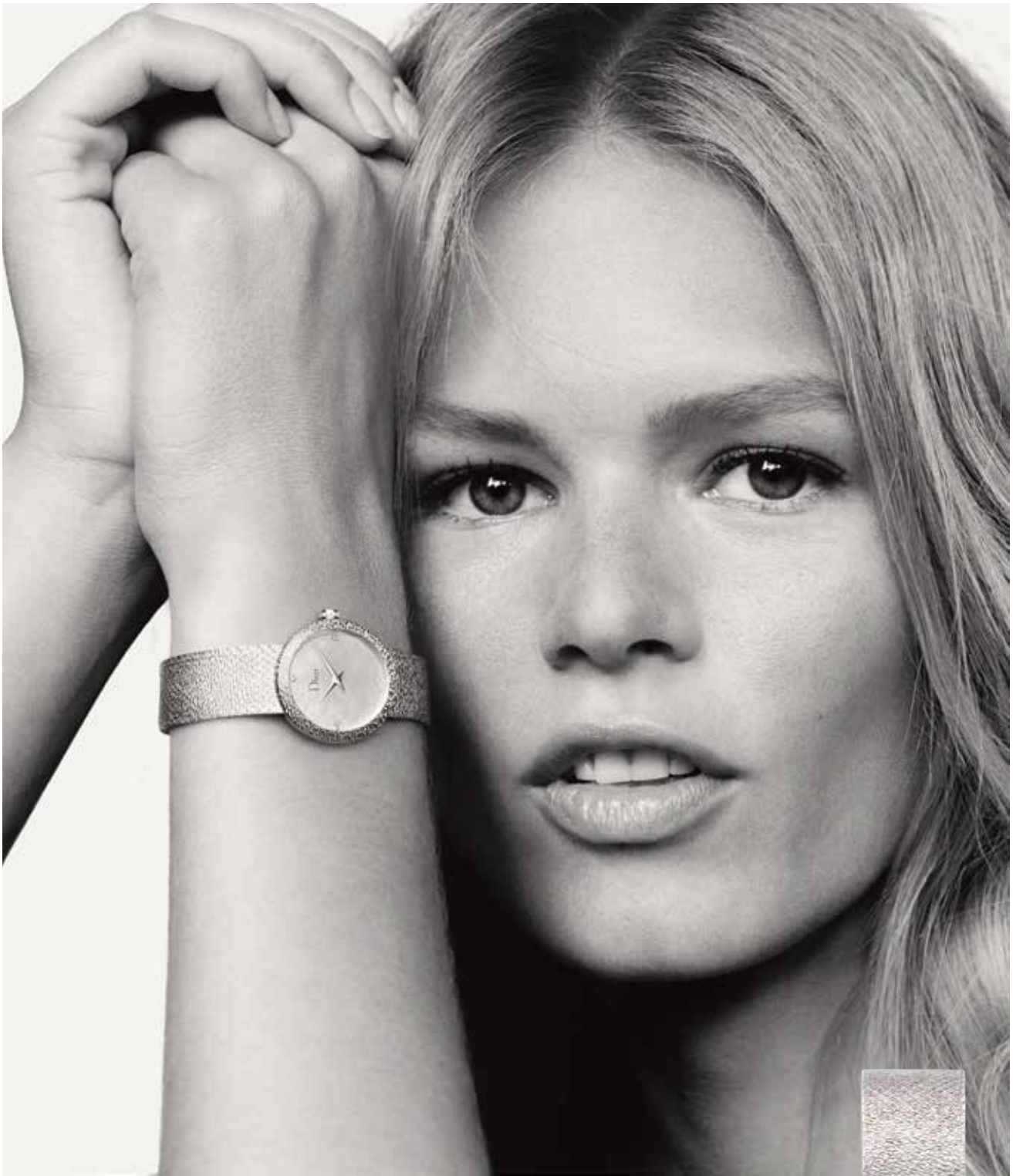
Michel Comte



“I have always lived on the edge. I probably inherited that from my grandfather.” Alfred Comte was a pioneer of Swiss aviation, pilot, founder of an airline and an aircraft manufacturing company. His exciting biography includes the first night flights ever flown in Switzerland, in 1916. Perhaps the success of a photographic portrait begins with empathy, the artist’s ability to connect with the individual and bring out his or her most authentic nature. Many of Comte’s most famous images were created not in a studio, but in locations such as hotel rooms – the result of a dialogue between photographer and model. The people that he portrays often share a willingness to demonstrate their everyday reality and truth. Michel has said, “On many occasions I wanted to create images that are not glamorous: I wanted the element of truth, their innate beauty. When taking the photographs I often thought of something that Louise Bourgeois said, that she had to work hard for each line on her face.” Comte’s portraits, created up until 2007, are part of a vast oeuvre comprising hundreds of thousands of negatives and over 12,000 signed works. About 300 framed images are stored at Embraport Zurich, ready for exhibition requests. From 2009, Comte has been working exclusively on the creation of artworks that reflect his multiple spheres of interest and his commitment to the natural environment. “We are at the tipping point where we have the possibility with new technology and knowledge to make real change for the better,” he has said. Whether faced with landscapes, personal projects, or the distinctive traits of a specific human being, Comte has an uncanny ability to reveal the traits that can speak directly to an observer. But there is no doubt that taking a memorable portrait photograph is not just an inborn talent, but also the product of intense study. He himself answered the question of how long it takes to create a perfect image with “30 years and 5 minutes.”



Top, a landscape photo by Michel Comte. Above, Michel Comte (2017) photo courtesy of Okayac, CC BY-SA 4.0



Photographie retouchée

DIOR
TIMEPIECES

LA D DE DIOR SATINE COLLECTION
Steel, yellow gold, diamonds and malachite.



Time for Summer

Colourful statements for sunny days



Patek Philippe Diamond Ribbon Joaillerie Moon Phases 4968/400R, manually wound mechanical movement, rose gold case set with brilliant-cut diamonds, bezel and dial adorned with 587 graduated size diamonds in a spiral and 12 rubies for the hour markers



Zenith Pilot Type 20 Extra Special, reference 29.2430.679/57.C808, blue dial, 45 mm bronze case, rose gold-toned hands with luminescent coating, blue oily nubuck leather strap



Parmigiani Fleurier Tonda 1950, a feminine timepiece presented at SIHH 2019, bezel set with 36 multicoloured sapphires, rose gold case and Hermès alligator strap



IWC Schaffhausen Da Vinci Automatic 36, reference IW458308, steel case with diamond-set bezel, caseback with "Flower of Life" engraving, pink alligator strap by Santoni



Jaeger-LeCoultre Reverso One Duetto, reference Q3358420, 40 x 20 mm steel case, front side with silver dial, blue dial with moon phase and 28 diamonds on reverse, leather strap



Chanel Premier Rock, with leather-intertwined chain that wraps around the wrist, and a case recalling the shape of Place Vendôme



Cartier, Santos de Cartier, reference WSSA0013, steel case, automatic movement, crown set with a faceted synthetic spinel, interchangeable strap and bracelet



Bvlgari Diva's Dream, reference 102741, rose gold case set with brilliant-cut diamonds, mother-of-pearl dial with hand-painted peacock set with diamonds, dark blue alligator bracelet



Breitling Premier B01 Chronograph 42 Bentley, reference AB0118A11L1A1, 42 mm steel case, British racing green dial, small seconds and 30-minute and 12-hour chronograph counters, display caseback revealing the chronometer-certified Manufacture Caliber 01, stainless steel bracelet



James Smith

LAKE SIDE GEM

DISCOVER ZURICH'S SPARKLING FACETS



Zurich reveals a never-ending fascination the deeper you dive into it. It is a treasure trove of art, culture, nature, cuisine and unique experiences. A good introduction is to take an easy hike on the Uetliberg, conveniently reached by train. The “Planetenweg” – German for “planet trail” – takes you on a 2-hour walk from Uetliberg to Felsenegg through verdant green forests, with stunning views of Lake Zurich and the Alps. Its name comes from the planets that you meet en route, part of a 1:1 billion scale model of the solar system. You start from the sun, and encounter all the planets right through to dwarf planet Pluto. The fact that every step you take represents a million kilometres is a thought-provoking introduction to the vastness of the universe. From Felsenegg you can take the cable car down to Adliswil, where the train takes you back along the coast

towards the city while you enjoy the beautiful lake view.

Another way to savour the sparkle of Lake Zurich and its surroundings is by visiting a waterfront restaurant. At L'O in Horgen, a private dock allows guests to arrive by boat. It is the perfect spot for a romantic lakeside lunch in the sun, enjoying divine specialities accompanied by wines from selected Swiss vineyards. Back in the city, continue the immersion in unexpected natural beauty in the Belvoir Park, one of the finest landscaped gardens in the area. Only a short walk away is Museum Rietberg, one of the leading European exhibition institutions in the world, specialising in art from Asia, Africa, America and Oceania. With three main buildings set in sumptuous parkland, the villa has a long history, which includes a sojourn by Richard Wagner. The museum



opened its doors to the public in 1952, after the citizens of Zurich had voted on turning the villa into a museum for the collection of Baron Eduard von der Heydt.

An equally exciting history surrounds The Dolder Grand, one of Zurich’s most distinctive hotels, with majestic turrets dating back to the Belle Époque period in which it was built. The extraordinary location high above Zurich offers a spectacular panoramic view out over the city, the lake and the mountains, while being nestled in natural surroundings for perfect relaxation. Its facilities are

Photo on pages 86 and 87, the beauty of Zurich is enhanced by the suffused pink shades of the dawn sky, photo courtesy of Lukas Schlagenhauf/flickr.com. Left, Uetliberg, photo Lukas Schlagenhauf/flickr.com; L'O restaurant on the lakeside at Horgen; Museum Rietberg. Right, the spa at The Dolder Grand, with a view of the majestic hotel, and an example of Heiko Nieder's Michelin-starred fine dining at The Restaurant



SEERESTAURANT L'O
Bahnhofstrasse 29
8810 Horgen
Tel. +41 44 725 25 25
lo-horgen.ch

MUSEUM RIETBERG
Gablerstrasse 15
8002 Zurich
Tel. +41 44 415 31 31
rietberg.ch

Museum opening hours
Tues – Sun 10 am – 5 pm,
Wed open until 8 pm,
closed on Mondays.

THE DOLDER GRAND
Kurhausstrasse 65
8032 Zurich
Tel. +41 44 456 60 00
thedoldergrand.com



enhanced by two new wings designed by Norman Foster, and gallery-quality artworks including Salvador Dalí, Henry Moore and Andy Warhol. Whether you arrive by the historic funicular, or the spectacular drive up in one of the hotel’s own limousines, the location is an experience in itself. Its facilities include the award-winning Dolder Grand Spa, 4,000 square metres of space for pampering, relaxation and indulgence. One of the many exclusive beauty treatments available is the Haute Couture concept, offered by Dr Burgener Switzerland, a family owned company founded in 1955. Advanced technologies for in-depth analyses are used to develop made-to-measure treatments and



even a completely bespoke skincare line, perfectly suited to each client’s unique skin.

The Dolder Grand also provides a perfect culinary finale to a special day. At The Restaurant, Chef Heiko Nieder’s fine dining has been awarded two Michelin stars and 19 GaultMillau points, and he is the 2019 GaultMillau Chef of the year. From Gillardeau oysters from Brittany to the langoustine from the Faroe Islands and right through to the dark chocolate dessert, this is a great way of taking your taste buds on a bespoke culinary journey, while the sun sets behind distant mountains and paints the sky in a sumptuous palette of red and pink.

DON'T MISS

PERSONAL RECOMMENDATIONS OFF THE BEATEN TRACK



CONFISERIE SPRÜNGLI

In addition to a bakery and chocolatier, the Confiserie Sprüngli at Paradeplatz, offers an elegant Café. Since 1859, regulars and passers-by alike have been meeting here for coffee and fine pastry while enjoying the ambience. Today, Sprüngli offers an ever-expanding range of breakfast and lunch options and is renowned for its excellent Sunday brunch.

Bahnhofstrasse 21
8001 Zurich
Tel +41 44 224 46 46
spruengli.ch



Gübelin Zurich
Boutique Manager
Jeannine Matthys

Located on Zurich's legendary shopping street, the boutique is extends on two levels, providing an elegant setting in which to explore creations by Gübelin's jewellery atelier as well as watches by the finest brands.



RISTORANTE KLINGLER'S

The gourmet-restaurant, whose terrace is the perfect spot for a summery cocktail or romantic dinner, offers innovative Mediterranean cuisine.

Münsterplatz 3
8008 Zurich
ristorante-klinglers.ch



FLY ME TO THE MOON

2019 marks the 50th anniversary of the moon landing, the event that forever changed our relationship to planet Earth, highlighting its unique beauty and fragility. This exhibition celebrates the moon in art, from Romanticism to the present day, looking at themes such as lunar topography, moonlight and lunar gravity, with about 100 works by Swiss and international artists. The exhibition runs until 30 June 2019.

Kunsthaus Zürich
Heimplatz 1
8001 Zurich
Tel. +41 44 253 84 84
kunsthau.ch



08.18am on Fifth Avenue.
N 40° 43' 53.1" W 73° 59' 49.1".

Diver Collection
Starting at CHF 7'900.

ULYSSE NARDIN
SINCE 1846 LE LOCLE - SUISSE

WELCOME TO GÜBELIN

LUCERNE – SCHWEIZERHOFQUAI

On the site of Hotel d'Angleterre, this is Gübelin's oldest boutique, opened in 1903 to accommodate the growing watch business that had begun almost 50 years before. The boutique provides an elegant and relaxed setting to explore over 30 renowned watch brands, including Dior and Girard-Perregaux.

Roland Imboden
Director Retail Stores Lucerne

Schweizerhofquai 2
6004 Lucerne
Tel. +41 41 417 00 10
gubelin.luzern@gubelin.com



LUCERNE – SCHWANENPLATZ

The Gübelin boutique Lucerne – Schwanenplatz is just a few steps from Lucerne's iconic landmarks, Chapel Bridge and the Water Tower. It presents Gübelin Jewellery, along with watches by selected, prestigious brands like Patek Philippe.

Adrian Kunz
Head of Boutique

Schwanenplatz
6004 Lucerne
Tel. +41 41 417 00 10
gubelin.luzern@gubelin.com



ZURICH

Since its opening in 1932, the boutique, alongside exclusive designers, hotels and galleries, has hallmarked Bahnhofstrasse in the heart of the city. In addition to Gübelin Jewellery, the Zurich boutique presents Patek Philippe, Cartier, Chanel, Girard-Perregaux, Glashütte Original, IWC Schaffhausen, Jaeger-LeCoultre, Montblanc, Parmigiani Fleurier and Zenith.

Jeannine Matthys
Boutique Manager

Bahnhofstrasse 36
8001 Zurich
Tel. +41 44 387 52 20
gubelin.zurich@gubelin.com



GENEVA

Opened in 1944, this boutique is located on Rue du Rhône, the city's prestigious shopping street lined with late 19-century houses. Girard-Perregaux is the latest brand to arrive at the Geneva boutique, which also brings you Gübelin Jewellery, Baume & Mercier, Breitling, Bvlgari, Glashütte Original, IWC Schaffhausen, Montblanc, Parmigiani Fleurier, Roger Dubuis, TAG Heuer and Zenith.

Antonio Teixeira
Boutique Manager

60, Rue du Rhône
1204 Geneva
Tel. +41 22 365 53 80
gubelin.geneve@gubelin.com



BASEL

Gübelin's Basel boutique, opened in 1972, is located within one of the city's oldest buildings. At the Basel boutique you can find Gübelin Jewellery, as well as Patek Philippe, Hermès, Jaeger-LeCoultre, Montblanc, Parmigiani Fleurier, Piaget, Roger Dubuis, TAG Heuer and Zenith.

Martin Handschin
Boutique Director

Freie Strasse 27
4001 Basel
Tel. +41 61 307 56 20
gubelin.basel@gubelin.com



LUGANO

Housed in an early 20th-century palazzo, this boutique boasts a prestigious location on Piazza Carlo Battaglini. The diverse assortment includes Gübelin Jewellery, Patek Philippe, Breitling, Bvlgari, Jaeger-LeCoultre, Montblanc, Parmigiani Fleurier, Roger Dubuis, TAG Heuer, Ulysse Nardin and Zenith.

Roberto Rota
Boutique Manager

Via Nassa 27
6900 Lugano
Tel. +41 91 850 54 80
gubelin.lugano@gubelin.com



ST. MORITZ

The boutique, which first opened in the Surselva House in 1931, is now located in the renowned Badrutt’s Palace Hotel. Discover Gübelin Jewellery and Patek Philippe in St. Moritz.

Marisa Blättler
Boutique Manager

Palace Galerie, Via Serlas 29
7500 St. Moritz
Tel. +41 81 837 58 70
gubelin.st.moritz@gubelin.com



HONG KONG

Gübelin’s private salon has welcomed connoisseurs in its cosy setting since 2013. Located in the same building, the Gübelin Academy celebrates its fifth anniversary, is sharing gemmological knowledge through courses for professionals, collectors and enthusiasts.

Reno Chan
Deputy Boutique Manager

Gübelin Private Salon
Room 3405-3406, Gloucester Tower
The Landmark, 15 Queen’s Road
Central, Hongkong
Tel. +852 2264 6898
gubelin.hongkong@gubelin.com



BEYOND BOUTIQUES
CRAFTING PERSONAL STORIES

The House of Gübelin has been examining, designing and handcrafting coloured gemstones for almost a century to serve an exclusive clientele who share the passion for gems, timeless perfection and outstanding craftsmanship. Each gem harbours a mysterious world hidden deep within. The inner beauty of every gemstone therefore adds a very personal touch to a piece of Gübelin Jewellery.

Thomas Prantl, Executive Vice President Jewellery at Gübelin, loves to develop a stunning piece of jewellery with a unique story in a close dialogue with the clients and the designers. “It is very exciting to work within a family business with a long-standing tradition of craftsmanship based in Switzerland and I am passionate about finding the best gemstones and jewellery designs”, he says about his work at Gübelin. He sees himself and his team as facilitators, building the bridge between traditional craftsmanship and Gübelin’s deep gemstone expertise, in order to fulfil the client’s wishes. “Our innovative solutions are opening the next horizon for the Gübelin Jewellery brand with exciting designs and unforgettable personal moments”, he adds. The expectations of clients towards transparency about the provenance, quality and sustainability of a gemstone are growing rapidly. With its deep expertise, Gübelin fulfils a

leading role in the field of coloured gemstones, as demonstrated by the company’s attention to the latest advances in the fields of technology and manufacture. The Provenance Proof initiative, comprising the Emerald Paternity Test and the Provenance Proof Blockchain, are world leading developments. Concerning manufacturing and materials, Gübelin Jewellery is constantly monitoring and applying the latest technologies such as 3D printing and computer aided design and manufacturing. “With the craftsmanship of our jewellery designers, goldsmiths and gem setters in Switzerland and our deep know-how of coloured gemstones, we challenge the status quo of manufacturing high jewellery in each project”, says Thomas Prantl. The word “bespoke” has come into fashion in recent years to describe tailor-made services. At Gübelin, bespoke jewellery goes far beyond the traditional meaning of customising, as completely unique pieces for clients have been created in its atelier in Lucerne for over 100 years. “With our high jewellery approach at Gübelin, we match the unique qualities of every single gemstone with our client’s personality and wishes,” Thomas Prantl explains, adding, “ideally, a piece of jewellery is the most personal, almost intimate expression of the person who is wearing it.”

Isabelle Junod Hinderer

CAPTURING EMOTIONS WITH SCENT

THE CREATION OF BESPOKE FRAGRANCES
THAT UNCOVER THE SOUL





1



2



4



6

1. Restaurant Razzia in Zurich, venue for the Glowing Fire event. 2. The decoration for the Glowing Fire event in Hong Kong. 3. Katerina Perez with the jewellery piece Red Dahlia. 4. One of the several types of entertainment staged at the Glowing Fire event. 5. Gübelin Lucerne Symphony Ball held at KKL Lucerne. 6. Chef Mario Garcia, who created the culinary delights at the Ball. 7. Nina Burri and Clifford Lilley at the Gübelin Lucerne Symphony Ball. 8. James Gaffigan conducting the Luzerner Sinfonieorchester. 9. From left, Raphael Gübelin, Nik Hartmann, compère for the evening, and Numa Bischof Ullmann, Director of the Luzerner Sinfonieorchester. 10. The Engadin Art Talks (E.A.T.) supported by Gübelin Jewellery. 11. From left, Wilvy Sy Gübelin, artist Athene Galiciadis and Raphael Gübelin at the Engadin Art Talks.



3



5



7



8



9



10

SOCIAL AGENDA

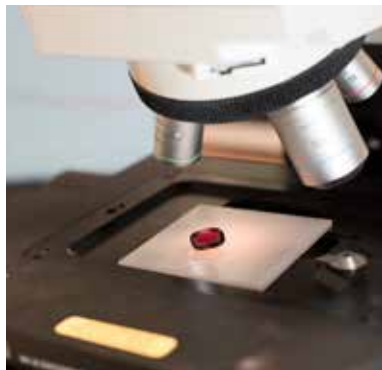
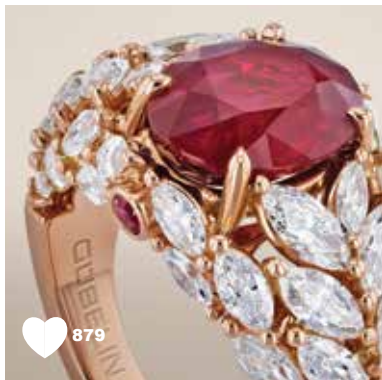
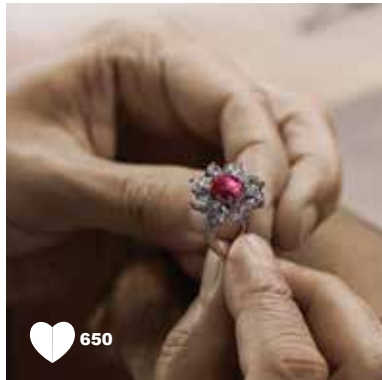
The Glowing Fire event, held in Zurich in October and in Hong Kong in November 2018, took guests on an evocative voyage following the footsteps of Eduard Josef Gübelin to Burma. This magical journey, including artistic performances, was accompanied by exotic flavours and tastes. Glamour, classical music and culinary delights were brought together for over 250 guests attending the first ever Gübelin Lucerne Symphony Ball held in November 2018 at KKL Lucerne. The evening was compèred by Nik Hartmann, and the programme included musical selections performed by the Luzerner Sinfonieorchester, conducted by James Gaffigan. In January 2019, Gübelin Jewellery promoted inspiration and exchange of ideas at the Engadin Art Talks (E.A.T.). Artist Athene Galiciadis presented her sculpture Stool, which, like the jewellery piece Red Dahlia, was inspired by the inner world of a precious pigeon blood red ruby.



11

FOLLOW US

@GUBELINOFFICIAL @GUBELINGEMMOLOGY



GÜBELIN LUZERNER SINFONIE BALL

Saturday, 30 November 2019, 5:30 p.m.
Hotel Schweizerhof, Lucerne

The second Gübelin Lucerne Symphony Ball presents a multi-faceted programme featuring musicians from the Luzerner Sinfonieorchester as well as culinary delights from Tanja Grandits. This unique ball evening invites you to dance to popular waltzes and contemporary dancefloor music.

Order your tickets now at:

luzernersinfonieball.ch

The Gübelin Lucerne Symphony Ball is a benefit for the Luzerner Sinfonieorchester.



LUZERNER
SINFONIEORCHESTER
1805
RESIDENZORCHESTER KKL LUZERN

NEXT ISSUE

Isle of jewels

Sapphires exist in many colours, some more frequent, others rare. One of the rarest is the stunning Padparadscha, whose colour is like the marriage between a lotus flower and a brilliant orange sunrise. The finest Padparadscha sapphires are found in Sri Lanka. The island in the northern Indian Ocean has been known by a variety of names over time, such as Ratna Dweepa, isle of jewels. Discover the inspiration that guides our Fall/Winter 2019 issue.

IMPRINT

Published by: Gübelin AG
Content by: LUXOS
Concept: Vincent K. Murphy
Project Director: Alessandra Del Prete
Production Coordinator: Annalisa D'Anna
Co-Chief Coordinators: Henry Neuteboom, Isabelle Junod Hinderer
Contributors: Conrad Fleet, Isabelle Junod Hinderer, Henry Neuteboom, Rino Noce, James Smith
Translations & Proofreading: Star Group, Antonio Chiaese, Ming Li
Produced by: LUXOS Italia S.r.l.,
Via Pietrasanta 14, 20141 Milan, Italy, luxos.com
For: Gübelin AG
Printer: Vincenzo Bona Spa, vincenzobona.com
Language editions: English, German, French, Italian, Simplified Chinese

Photoshoots:
Photographer jewellery and model: Eugenio Intini photography
Photographer watches: Tailer Studio – tailerstudio.it
Hair stylist & Make Up: Laura Rinaldi
Set Designer: Matteo Salvadori
Model: Laura Grassi – fashionmodel.it
Special thanks: YOH atelier de couture – yohcouture.ch



CODE COCO

CHANEL.COM

L'INSTANT CHANEL

CARTIER.CH



Cartier

SANTOS-DUMONT COLLECTION