

1888

by Carl F. Bucherer

2019

THE  
FREE  
SPIRIT  
ISSUE



CARL F. BUCHERER

LUCERNE 1888



MADE OF LUCERNE



MANERO FLYBACK

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CARL F. BUCHERER

LUCERNE 1888

## WELCOME

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*“A visionary who created timepieces that moved with the times, the name of Carl F. Bucherer swiftly became a synonym for quality and originality”*

**SASCHA MOERI**  
**CEO, CARL F. BUCHERER**

**W**hat does it mean to be a free spirit? It's a question we have asked the entrepreneurs and adventurers who feature in this issue of 1888 – from the al fresco chefs who cook on bonfires in some of the world's most beautiful landscapes to a female tailor who broke the mould in the bastion of tradition that is London's Savile Row. While the answer varies from person to person, they all agree that free spirits trust their own instincts and forge their own paths. The perfect example can be found in our cover story: we meet Luke Ditella and David López in Encinitas – two modern entrepreneurs who work hard but prioritise carving out time and freedom to make the most of California's wonderful landscape on a surfboard, skateboard or motorcycle.

Our founding father was a free spirit, too. In 1888, Carl Friedrich Bucherer took a risk, as every business owner does, opening the very first shop to sell watches and jewellery in Lucerne. A visionary who created timepieces that moved with the times, his name swiftly became a synonym for quality and originality. His sons, Ernst and Carl Eduard Bucherer, inherited his appetite for adventure, travelling the world before they, too, returned to their roots in Lucerne to help develop the family business. Today, under owner and chairman Jörg G. Bucherer, the company continues to thrive and forge ahead in the third generation of the family.

At Carl F. Bucherer, entrepreneurial free spirit is combined with a strong sense of the past. Take the new Manero Tourbillon Double Peripheral – it's a bold innovation but it wouldn't have been possible without the timepieces that had gone before it. Enjoy the 1888 magazine by Carl F. Bucherer.



The world has  
a lot to offer.

So do we.



More info on  
[swiss.com](http://swiss.com)

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Enjoying some time out? Watch what we're up to on our social media channels



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## WILD THING

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*Photographer Roberto Dutesco is celebrated for his images of Sable Island's feral horses*

In 1994, Roberto Dutesco, a Romanian-born photographer and filmmaker, travelled to Sable Island off the coast of Nova Scotia, the home of 500 wild horses. The trip changed his life, and he returned many times to snap the creatures which, according to legend, are descended from shipwrecked animals. His images, capturing the beauty and undisturbed freedom of the horses, have been shown in exhibitions all over the world and featured in a limited-edition book, as well as appearing in one of the longest running single-themed shows in New York.

"Sable is an anomaly, a blessed place that civilisation has mostly forgotten," says Dutesco. "The wild that I have documented for 20 years now has been full of curiosity, tenderness, playfulness, fury and love – emotions we have thought of as distinguishing humans, but which are universal and exist in nature, and wherever life lives free and unafraid."

Dutesco's work, talks and charitable activities, as well as his *Chasing Wild Horses* documentary, were crucial in raising awareness of Sable Island and securing official protection for the animals. "A six-year-old once asked me: 'Which is the fastest horse?'" says the photographer. "I said: 'A free horse.'" [dutescoart.com](http://dutescoart.com)

ROBERTO DUTESCO





## FLYING HIGH

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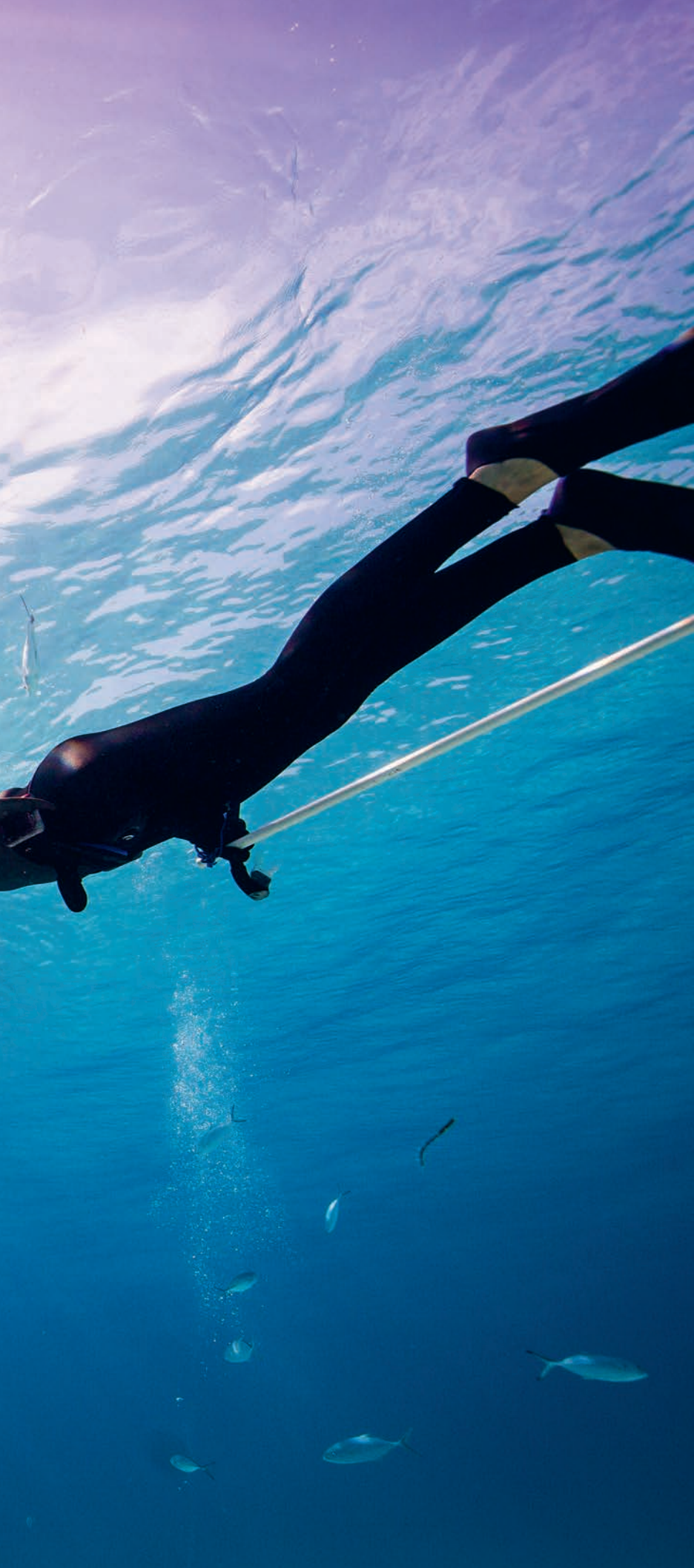
*An Alaskan bush pilot on the thrills of exploring one of the world's most sublime landscapes from above*

Leighan Falley was 24 when she learnt to fly planes – “Which is late for an Alaskan child,” she says. “Aeroplanes play a huge role in the lives of the people here. They are our livelihood, our transportation, and I consider mine a family member.” She works as a bush pilot for Talkeetna Air Taxi, a small tour operator that takes visitors on “flight-seeing” tours of Alaska’s Denali National Park, as well as transporting mountaineers to its peaks and glaciers. “I have had passengers burst into tears of joy at seeing this incredible landscape,” Falley reports.

Alaskan bush pilots are known for being intrepid. “We would never leave the ground to fly among the continent’s tallest mountains if there didn’t exist a little daring in our hearts,” she admits. “There is a mystique about Alaskan flying, one that suggests bravado and danger.” Her priority at work is getting plane and passengers home safely, but when flying by herself Falley has a bit of fun, too: “The first loop, roll and spin I did was probably the biggest adrenaline rush of my career.” [talkeetnaair.com](http://talkeetnaair.com)

FRÉDÉRIC LAGRANGE





## INTO THE BLUE

---

*A freediving husband-and-wife team travel the world with an underwater camera in hand*

Eusebio and Christina Sáenz de Santamaría are record-breaking freedivers who live on the island of Koh Tao in Thailand. When they're not running Apnea Total, the freediving school Eusebio co-founded, the husband and wife explore and photograph our blue planet. "Over the years our passion for the ocean has led us around the world, exploring underwater realms that I never knew existed and places that were so stunning and surreal that we wanted to share them with others," says Christina. The name of their photography project is *One ocean, One breath*. "It's a way to describe how we experience and explore the underwater world," Christina adds.

The pair enjoy working closely together, achieving, in September 2014, a world first and world record in a tandem variable weight dive to a depth of 100m. "Being partners means that we are intimately connected and can often predict each other's movements underwater," says Christina. "It also means we can capture great spontaneous images without planning or words." [oneoceanonebreath.com](http://oneoceanonebreath.com)

EUSEBIO SÁENZ DE SANTAMARÍA, CHRISTINA SÁENZ DE SANTAMARÍA



## “I do have a collection of high-quality watches, because a man without a passion is just a man”

KRISTIAN HAAGEN

I fell in love with *National Geographic* magazine when I was a kid. My dad had a subscription, as did my grandad, so we had a huge collection of them. The photography had a huge impact on me even before I could read. The pictures showed such an immense, masculine environment. I used to be a boy scout and lived next to a big forest back then. My life took place in the woods, playing there, building wooden fortresses. And as a six-year-old boy I wanted to be that diver, that mountaineer in *National Geographic*. Then I noticed that the watches in the magazine’s advertisements also appeared on the wrists of the explorers the articles talked about – the Shackletons of this world, all those men of steel. That created the connection in my mind between this masculine environment and the world of watches.

It made sense: when you do extreme things, you need reliable equipment and watches simply are part of that. An adventurer can’t pack something that won’t withstand the extreme conditions it will be subjected to in the heat of the desert, the depths of the ocean or thousands of metres up a mountain. They can’t take anything that they doubt.

Part of me is still that six-year-old child and I’m still really into photography. My dad taught me how to develop film and that stuck. I know people love taking snaps with their iPhones but I’ve actually gone back to manual cameras. I’m a



FOUNDER OF THE WATCH LOVERS' BLOG [8PASTIO.COM](http://8PASTIO.COM), KRISTIAN HAAGEN EXPLAINS WHERE HIS LIFELONG PASSION FOR WRIST WATCHES BEGAN AND WHY IT FITS INTO HIS FREE-SPIRITED LIFESTYLE

print romantic. I love newspapers and magazines. My house is full of books. I spend a lot of time creating my pictures, and then they have such a short life on social media. But in print they live forever. I have published seven books and the latest – a series called *Hashtags and Watches* – give the images from my Instagram account that extra bit of longevity.

The older I get, the more free-spirited I become. To me that means letting go of your preconceptions, making up your own mind, thinking as an individual. I appreciate more the true luxury we have. The luxury of living in a part of the world that has running water, free education. I’m Scandinavian and we are very liberal. We’re embracing wind and solar power. We actually want to make a difference. I don’t have a car, I have a cargo bicycle. And, yes, I do have a collection of high-quality watches, because a man without a passion is just a man. I do buy stuff that is definitely not cheap, but it is stuff that is made to last. True luxury is a product that can be repaired. Things that keep their value, that don’t generate a lot of waste – like bicycles and mechanical watches – are top of the sustainability chart.

I know you can’t save the world overnight. But I think it’s impressive that Carl F. Bucherer supports marine wildlife in the Maldives. When a company takes care of its staff and invests in the craftsmanship involved in producing its watches, then every single step in making these mechanical wonders is sustainable. I like that. [8past10.com](http://8past10.com)

ILLUSTRATIONS CHARLIE DAVIS & STUART PATIENCE



# Cut from a different cloth

*Savile Row has been the home of bespoke tailoring for more than 200 years, but it took an entrepreneurial student to notice a glaring gap in the market. We meet Phoebe Gormley – the first tailor on the famous London street to cater exclusively for women*

TEXT *Nicola Rayner*  
PHOTOGRAPHY *Lewis Khan*





*“Sometimes people introduce me as a seamstress and that breaks my heart”*

**F**

lags bearing the most famous names in men’s tailoring flutter outside discreet shop fronts in a deceptively quiet London street. Steeped in history, Savile Row in Mayfair has dressed everyone from royalty to rock stars since the early 19th century. The word “bespoke”, as applied to fine tailoring, is said to have been coined here; Henry Poole created the dinner jacket or tuxedo for the future King Edward VII at 32 Savile Row; and The Beatles played their last gig from the rooftop of the Apple offices at number three.

In 2015, history was made again when Gormley & Gamble became the first company on the sartorial street to offer made-to-measure clothes exclusively for women. The entrepreneur behind the gamble – hence the name – was Phoebe Gormley, who founded the company at just 20.

“Sometimes people introduce me as a seamstress and that breaks my heart,” says the 24-year-old tailor-in-chief. “If a woman makes clothes, she’s a seamstress and works in the back of a laundrette, but if a man makes clothes, he’s a tailor and he’s super-respected.” She first heard of Savile Row as a teenager. “I wanted to make clothes, but I didn’t really want to go into fashion,” she says.





**Previous pages**  
Threads of every colour

**Clockwise, from right**  
Phoebe Gormley;  
perfectly fitting classics;  
a tool of the trade

**Following pages**  
Customers can  
select from thousands  
of fabrics and colours



When her father discarded a couple of his suits, she began to practise her craft. “I started chopping them up and making them fit me,” Gormley says. “I was this 15-year-old swanning around Mettingham, a little village in Suffolk, in suits that I had made myself and someone said: ‘If you’re going to make suits, you need to be on Savile Row, not in Suffolk.’ I’d never heard of it.”

A quick Google led to an epiphany. “I thought: ‘Wow, you can make clothes, be respected and be in a really fun part of London. That ticks all the boxes.’” Noticing a scarcity of women on the Row, Gormley thought: “Is that a problem? Let’s find out.”

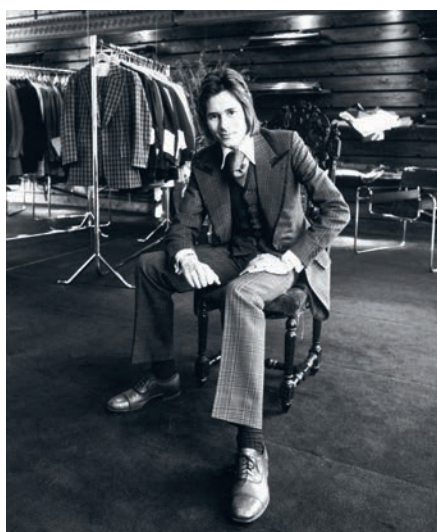
She began to intern on Savile Row and neighbouring Jermyn Street at 15 and later enrolled in a costume design course at Nottingham Trent University, but she found life as a student frustrating, with just one hour of lectures a week. “I had too much time on my hands for daydreaming,” Gormley recalls. “I just kept thinking – what if I could do this?”

To make the leap, she had to strike a deal with her parents at the end of her second year. “I said: ‘You know that £9,000 for tuition fees you were going to give me next year? How would you feel about giving that to me instead of the institution, so I could start a business?’”

Entrepreneurial spirit runs in the family. In 2008, her father Rowan Gormley founded Naked Wines. “I remember when I was 13, Mum coming to pick us up from school and saying: ‘OK, kids, don’t panic but Dad’s quit his job,’” says Gormley. “We might need to remortgage the house and we’re probably going to have to cancel the summer holiday, but hopefully it will pay off...” Naked Wines was sold to Majestic for £70 million in 2015.

“I think it normalised risking it all,” Gormley says of her father’s business ventures. For her own, she has won a number of awards, as well as being listed in Forbes 30 Under 30 in 2017 for her contribution to the arts. On Savile Row, where she shares a shop space with Cad & The Dandy, Gormley has

## BREAKING THE PATTERN



### Tommy Nutter & Edward Sexton

Tommy Nutter is celebrated for bringing rock 'n' roll to the Row in 1969 when he joined forces with Edward Sexton to open Nutters of Savile Row. The unstoppable pair made suits for everyone from Mick Jagger on his wedding day to Elton John at Wembley, but Nutter was proudest of dressing three out of four Beatles for the album cover to *Abbey Road*. He died in 1992 but Sexton is still going strong in Knightsbridge. [edwardsexton.co.uk](http://edwardsexton.co.uk)



### Kathryn Sargent

Honing her craft over the course of her 15 years at Gieves & Hawkes, Kathryn Sargent rose to the position of head cutter - the first woman to do so in the history of Savile Row. Today, as the owner of Kathryn Sargent Bespoke Tailoring, she dresses men and women from her atelier at 6 Brook Street, as well as travelling the world to meet international clients. [kathrynsargent.com](http://kathrynsargent.com)



### Oswald Boateng

Born in London to Ghanaian immigrants, Oswald Boateng went on to become the first black tailor to open a shop on Savile Row. A grafter from the beginning, he learned to sew at 14, was making suits by 16 and by 27 had become the first tailor to stage a catwalk show at Paris Fashion Week. He opened his first store on Vigo Street at the end of Savile Row at just 28 - the youngest tailor to set up shop at the time - and his flagship store on the Row today still mixes vibrant Ghanaian colours with sharp British style. [ozwaldboateng.co.uk](http://ozwaldboateng.co.uk)



been warmly welcomed, too. “It’s because I’m not directly threatening what they do as our customer base is completely different,” she says. “My ladies come in and their husbands joke: ‘You can’t have something from Savile Row before I do.’ And they might get something for themselves, so it’s symbiotic.”

Instead of following trends, she supplies her high-flying customers with perfectly fitting classics in the best quality fabrics. After an initial in-depth appointment to discuss her clients’ likes, dislikes, and frustrations with the high street, they decide on colour, fabrics and cuts. Measurements are taken, and the clothes are made in Manchester and north London, where she works with an ethical factory, which takes good care of its employees. “Instead of keeping them in the back of the laundrette and paying in cash,” she says. “They get a month’s holiday each year. There’s a crèche, where they can bring their children in the summer, there’s a multi-faith prayer room, and they can take English classes.”




Hers is a modern business. Fittings can take place through FaceTime or Skype and one of her signature pieces, the Everyday Little Black Dress, was brought to the market through crowdfunding on Kickstarter. But it’s not all discreet black. “I’m working on an orange velvet coat at the moment,” says Gormley. “And I have a pink double-breasted tuxedo, which is marvellous.”

Gormley & Gamble also sell custom-printed silk linings for coats. “We do lots of people’s dogs. For one woman’s 50th we created a collage of 50 photos from her life. Often, we’ll print someone’s favourite flower – it’s about giving someone something that no one else has. I think there’s value in that.”

Gormley knows youth is on her side. “I have no baby, no mortgage, none of those responsibilities.” Does that make her bold? “It’s ignorance and naivety but in the best way,” she laughs. “If it goes wrong, I’ll just pretend it was a grad scheme, and I will have learned so much more.” But so far, the gamble has paid off. [gormleyandgamble.com](http://gormleyandgamble.com)

# The power of salt water



A man with a beard, wearing a purple t-shirt and dark shorts, is surfing a wave. He is leaning forward, with his hands on the surfboard, which is partially visible. The water is splashing around him, and the background is a warm, golden sunset sky. The overall mood is energetic and adventurous.

*It sounds too good to be true:  
running your own business a  
stone's throw away from the Pacific  
Ocean and some of the best surfing  
in California. In Encinitas, we meet  
two free-spirited entrepreneurs who  
have made the dream a reality*

TEXT *Noam Friedlander*  
PHOTOGRAPHY *Hector Perez*



**David López (left),  
Along FM. Blend with Nature**

“Shelter Cove, on California’s Lost Coast, is incredible. Up in northern California, you have the biggest trees on Earth, the Redwoods, and they’re so close to each other. It’s so amazing and raw up there.

“And, of course, Encinitas: this for me is the most beautiful place on the planet. My favourite waves are [at] Seaside and Cardiff - it’s an incredible place to surf. It’s consistent, the size, colour, the shape of the wave - that’s important, too.”

*alongfm*



**K**nown for its prime surf spots, spiritual centres and a relaxed vintage vibe, Encinitas is a coastal jewel in southern California. Locals of all ages wander through the streets of the laid-back town in flip-flops and beachwear as they head down to the ocean, with polished surfboards under their arms.

In mid-Encinitas, by the D Street Beach, Luke Ditella and David López carry customised surfboards and saunter down a large wooden staircase, which leads from the steep cliff face to the beach. Here, they find a quiet spot and stand on the damp sand waxing their boards before they take to the curling waves.

Vermont-born Ditella started his multifaceted career when he was a teenager, surfing professionally from the age of 13, before working as a model, actor, brand ambassador and entrepreneur, while López hails from Benicàssim, between Barcelona and Valencia in Spain. A true lover of the surf, López worked as an architect, graphic designer and photographer before currently honing his skills as a master craftsman of surfboards and skateboards.

Despite hailing from other parts of the world, López and Ditella are both drawn to Encinitas and have businesses here. Ditella has ties to Seaweed and Gravel, a meticulously crafted vintage shop featuring clothing, motorbikes and other curated pieces of Americana. The store lies nestled just minutes from the beach next to a tiny red, white and blue post office in Leucadia, Encinitas.

The owner of Seaweed and Gravel is David Patri, the founder and creative director of Split Clothing, who has known Ditella for more than 20 years. They met when Ditella signed his first professional surfing contract with Split and the pair bonded over their love of motorbikes, Steve McQueen and classic culture.

*“I find that the diametric designs in nature can influence how I shape my boards”*





**Luke Ditella (right),  
Seaweed and Gravel**

“My father, Frank, was not a material person, but he loved craftsmanship and so do I. The Carl F. Bucherer Manero Flyback and ScubaTec are two of my favourite watches. The ScubaTec is an exact replica of a diving watch we both loved. You can wear it with a suit or you can wear it when you’re racing a motorcycle in the desert in the dirt. You can even wear it in the ocean. For me, it represents everything I love in a watch.” [seaweedandgravel.com](http://seaweedandgravel.com)

“We both have an affinity for classic old things,” says Ditella. When Patri gave up his corporate life, he started confiding in Ditella about his plans for the future. “He said we should open a store or business, which would encompass everything we love: that timeless 1960s and 1970s motorcycle culture and the gentleman surfer. Then, he called me, and said, ‘It’s time to put your money where your mouth is – I’ve got a shop.’ And so Seaweed and Gravel just came together.”

Ditella now spends most of his time on the East Coast with his wife, Melissa, but López has settled in Encinitas, where he crafts surfboards and skateboards with the use of eco-friendly materials under his Along FM. Blend with Nature brand. The name comes from López’s use of nature as an inspiration: “I pay so much attention to it because we learn everything from nature,” says López. “Colours, shapes and textures. Nature is the smartest thing on Earth – I find that the diametric designs in nature can influence how I shape my boards.”

While López finds inspiration for his designs from nature and the ocean, Ditella sees the waves as a learning tool for his life: “The ocean has been there for longer than anyone knows,” says Ditella. “You’re amongst something so powerful and that feels so freeing. I want to take some people out to the middle of the sea, where there are thousands of feet below them, throw them out and let them swim. Then, all of a sudden, they’ll get a sense of perspective and realise that they’re not the boss of everything. I think a lot of people would really learn something when they’re literally helpless.”

Living in Encinitas is a dream come true for López: “I was born in the Mediterranean and, ever since I was a kid, my passion for surfing and skateboarding pushed me to travel all over the world, to discover places with waves. I kept reading about California in magazines and, when I came to Encinitas 10 years ago, in that moment, I realised I had always dreamed of this place.”

**Opening pages**

Luke Ditella in Encinitas

**Previous pages**

David López; inside his workshop; at the wheel

**Clockwise, from above**

Parked up for a surf; Ditella at Seaweed and Gravel, which was inspired by a shared love of motorbikes and Steve McQueen; a watch made for adventure







*“Free-spiritedness for me is loving what you do. When you’re working with things that you love, that’s one of the most beautiful things”*



**Left to right**  
Ditella waits for the waves  
at sunset; surf's up!

Before arriving in California, López had built up a thriving business in both architecture and graphic design in Europe, working for various high-end clients, before deciding to make the move to the East Coast of the United States. After surviving the winters of New York, López now spends his time indulging his passions of photography, design, surfing in the Pacific and making his skateboards and surfboards for eager clients, shaping the wood in his backyard before hand-finishing the boards in his garage.

“Free-spiritedness for me is loving what you do,” says López. “When you’re working with things that you love, that’s one of the most beautiful things; I think freedom comes from there.” Ditella agrees: “A free spirit, to me, is a person who lives their life by their own accord. Just because someone is a CEO of a company and went to college, if that’s their passion, that means they’re a free spirit.”

Both men find freedom in the ocean. Ditella says: “When I get to go out and be in my own head and ride motorbikes and surf, it gives me a release. Melissa, my wife, will tell you that if I don’t surf for a couple of weeks, she starts to see different things in my behaviour that I don’t even notice. Then, the second I surf or go and ride a bike, she can immediately tell.”

López has a small tattoo on his arm with the words “salt water” to remind him of its powers. “I have a bad day, I go to the ocean; if I have a good day, I go to the ocean; if I have bad news, I go to the ocean; if I have good news, I go to the ocean,” he says. “I get the inspiration to do my work from salt water. That’s my kind of therapy.” *instagram.com/carlfbucherer*



**Left**  
Francis Mallmann  
caramelises peaches  
on an open fire

# Playing with fire

*On three different continents, a raw and primal style of cooking is currently being rekindled by free-spirited chefs who are all inspired by national customs and a desire to take cooking back to basics. We meet the culinary stars who are using tradition to stoke a revolution*

TEXT *Peter Watts*  
PHOTOGRAPHY *Brian Flaherty,*  
*Mark Chilvers & Haarala Hamilton*



## THE FIRESTARTER

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FRANCIS MALLMANN is fuelled by fire. Growing up in Patagonia, it was an essential part of everyday life and now it shapes his career as a chef who spends his time outside the kitchen, cooking over the open flame. “We lived in a house that was ruled by fire: the hot water, the cooking, everything was from the fire,” he says. “Then I grew up and forgot about that.”

Mallmann left Argentina to carve out a successful career in European restaurants, but when he was 40 he realised: “I didn’t have a language of my own.” He rediscovered the thrill of fire after studying the history of cooking in South America and, in 2005, he turned all his restaurants from propane to fire. “I embraced the history of fire,” he says. “I was standing on the other side of the road from what was fashionable, but slowly we began to get a voice.”





**From left to right**  
Francis Mallmann; one  
of his signature metal  
domes; an al fresco  
feast is served up



Mallmann has restaurants in Argentina, Uruguay, Chile, Miami and France, but admits that in an ideal world he would never set foot in a kitchen again. Instead he has become a private chef who cooks in the wild for celebrities, businessmen and politicians, heading into the countryside to cook salt-crusted salmon, rib-eye steak, sea bass and an entire lamb using traditional methods.

Food is buried in hot ashes, or wrapped in leaves and placed on hot stones over a pit, or hung from a metal frame he calls a dome. The one thing all these have in common is that they require time. "Patience is the most important ingredient when cooking with fire," he says. "You have to be very attentive. It's a language and it takes a while to learn it."

This leads to a delicate balance between the patience of cooking and the spontaneity of the occasion. "Inspiration comes from the guests, where you are, the time of the day," he says. "Maybe you have a new lover, you walk in the forest, make a fire, cook some rice. Or maybe you are cooking in a desert for the greatest rock band in the world."

Mallmann loves the "harshness" of cooking with his hands, and the satisfaction he gets from gazing over a dirty table after dining is over. "It's very exciting," he says. "I have a chair, and I sit and look at how things are cooking and move them around according to the wind. It's the most beautiful life. The fire is innate to us, it speaks to us from before we were born. I feel like I am the happiest man on earth."

[francismallmann.com](http://francismallmann.com)

THIS AND PREVIOUS PAGE: BRIAN FLAHERTY



*“Food is meant to nourish your body and help your mind find enlightenment”*

## THE OUTSIDER

---

JEONG KWAN isn't an easy person to find. She lives a four-hour bus ride from Seoul in a 1,300-year-old temple, Baekyangsa, up a hill in the middle of a South Korean national park. But a stream of visitors makes this journey to taste her food, among them Sam Luxembourg, a Dutch teenager who saw Kwan on TV and made the pilgrimage. “She is so creative; she cooks with things I have never heard of,” says Luxembourg from the temple where he has cooked, eaten and meditated for the past month.

“When she makes shiitake mushrooms, she cooks them in a rice leaf and then adds her homemade soy sauce and her own sesame oil. She makes a lot herself. She cooks with seasonal vegetables because she believes humans need to eat what nature has given us, so at the moment it's a lot of chillies, mushrooms, courgettes, paprika, aubergines and a lot of Korean vegetables that she grows herself.”

Kwan doesn't speak English, has never worked in a restaurant or published a book. Despite this, she has made the ancient art of Korean temple cooking internationally renowned, serving dishes such as marinated aubergine with bean powder, pickled lotus root with sea trumpet and white radish, or pumpkin stuffed with spicy tofu. Her food is indivisible from her religious beliefs. “Food is meant to nourish your body and help your mind find enlightenment,” she has said. “It's a way of bringing humans back to nature, of clearing our minds for meditation.”

Certain foods are banned – not just meat, fish and dairy but also onion and garlic, which inflame the libido. Her food is not over-spiced, but she finds complex flavours by combining simple fresh ingredients with sauces that have taken years to reach their prime. “Flavours still surprise and excite me every day,” she says. “Each moment I am thinking about the cooking, the ingredients, the recipes.”

Her food has been lauded by famous chefs and featured on TV shows. For Luxembourg, it has been a revelation. “She talks a lot about the energy that cycles between us and plants,” he says. “She has amazing honesty and kindness, and she cooks for everybody who visits. She is very creative, and every day is different. She never uses a recipe; she tries and tastes, using what she has. It's very exciting to watch and so special to be here. People see her almost like a pop star, but she is so friendly to be around.”  
[eng.templestay.com](http://eng.templestay.com)



**Opposite page** Jeong Kwan in the kitchen

**This page, clockwise from left**

Kwan grows her own vegetables; the chef is known for her inventive flavour combinations; Baekyangsa temple



## THE ANALOGUE ARTISAN

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NIKLAS EKSTEDT is no fan of electricity. In fact, if hygiene standards would allow it, he would unplug his fridge in a second. “The refrigerator is a disaster for the human race,” he says. “We put so much rubbish in there. Unplug the fridge for six months and it would save us time and plastic, and so much else we don’t need.”

He speaks with passion but also experience. Ekstedt’s Stockholm restaurant, simply called Ekstedt, doesn’t cook with electricity and has won him a Michelin star. But the chef’s rediscovery of traditional Swedish cooking came only after he had established himself as a star of fine dining inspired by the trendiest restaurants in the UK, France and Spain. “I was a bit of a celebrity, with my own TV show,” he says. “But I hated it.”

Retreating to a cottage on a Swedish island in 2011, Ekstedt contemplated abandoning the restaurant trade completely and opening a business selling snow machines. Instead, he found himself drawn to fire, inspired by the suppressed Swedish tradition of cooking in pits.

He also began to explore what else had been erased from the memory banks, visiting libraries to hunt down lost recipes and gradually piecing together “a generation of knowledge that was forgotten in about five or ten years after the Second World War”. He then began bringing those techniques back to life. This combination of primitive and radical has won acclaim, but it took time before people caught on.

“It was initially a struggle because people thought they were coming to a barbecue restaurant, but it isn’t that,” he explains. “It’s based on old recipes, so maybe venison meatballs, or oysters grilled and served with a bit of lemon and apple, or ember-baked leeks. I take the recipe and try to put it in a contemporary context to make a modern dish. It’s not just cooking with fire, it’s what I call an ‘analogue kitchen’, that’s cooking without electricity, so we use cast iron, smoke, hot fat, fermentation, all sorts of things.”

Ekstedt has since opened a wine café and written six books, the most recent being *Happy Food*, which looks at the relationship between diet and mental health. But the chef himself has never been happier. “The great thing is that this way of cooking has allowed me to do so many other things,” he says. “I’ve met people in all sorts of artisan, craft and food-related areas. This goes right through society, how we live our lives.”

*Happy Food*, by Niklas Ekstedt and Henrik Ennart, is published by Absolute Press. [ekstedt.nu](http://ekstedt.nu)

*“The refrigerator is a disaster for the human race. We put so much rubbish in there”*



**Left & above**  
Using traditional methods changed Niklas Ekstedt’s cooking and career





CARL F. BUCHERER

LUCERNE 1888

LI BINGBING AND  
CARL F. BUCHERER



MADE OF LUCERNE

# Rhythms of a city





*Lucerne's natural beauty, world-class music school and fierce free spirit have contributed to a vibrant jazz scene*

American jazz drummer Gerry Hemingway, who moved to Lucerne from New York in 2009, turns to the city's remarkable landscape for inspiration. "I am an avid swimmer," he says. "I swim year-round in the lake, and I am very into hiking, and for that there are pretty much endless options. I have now hiked everything you can see from the city of Lucerne, plus much more throughout the country."

The city's landscape was part of the appeal when he relocated to teach jazz at Hochschule Luzern – Musik (Lucerne School of Music), which attracts international talent to the city. It formed when Jazz School Luzern merged with the city's Conservatory of Music and Academy of Church Music.

"One of the benefits of Hochschule Luzern – Musik, as the biggest jazz school in Switzerland, is the possibility of getting to know so many other young musicians from other countries," says Irish-born guitarist Christy Doran, one of the founders of the original Jazz School Luzern. "It's not seldom that these contacts and friendships last for half a lifetime."

Doran has forged such relationships himself. The son of an Irish ballad singer and a Swiss mother, he moved to the city

with his parents in the 1950s. "One could say I have been playing on the scene in Lucerne for about 50 years with various musical projects," he says. "Besides teaching, I founded the jazz group OM together with Urs Leimgruber, Bobby Burri and Fredy Studer in 1972."

The Lucerne-based band was very successful in the 1970s. "In 1982 we disbanded as we wanted to do solo projects," says Doran. "But, 25 years later, OM got together again and is still playing, although in a more avant garde musical direction than we used to."

Jazz has a long tradition in Lucerne. "Dollar Brand, today known as Abdullah Ibrahim, the famous South African pianist, played his first shows in Europe here," says tuba player Marc Unternährer, who is from Lucerne. "But in the last decade, a young scene of very creative musicians has evolved and found new places to play."

"The influence of the nearby Jazz Festival Willisau, which has brought avant garde musicians to rural Switzerland for more than 50 years, is still strong. A lot of players and listeners grew up with this amazing summer festival. Furthermore, Lucerne is one of Chicago's many sister cities," he adds. "For almost two decades, there has been a very fruitful exchange between musicians from both places. A lot of these collaborations are

JUAN-CARLOS HERNÁNDEZ, EMILIE NITIM

## THE BEST OF THE FESTIVALS



The main edition of the **Lucerne Festival** in late summer offers four weeks of concerts by international classical stars, while in November you can catch nine days of keyboard wizardry from the world's top pianists. [lucernefestival.ch](http://lucernefestival.ch)



Founded by graphic artist Niklaus Troxler, the first **Jazz Festival Willisau** took place in 1975 with a focus on contemporary and free jazz. Today, the programme includes rock, world and electronic music too. [jazzfestivalwillisau.ch](http://jazzfestivalwillisau.ch)



Everyone from Nina Simone to Miles Davis has performed at the **Montreux Jazz Festival** on the shores of Lake Geneva. Created in 1967, the two-week event now draws more than 250,000 visitors a year. [montreuxjazzfestival.com](http://montreuxjazzfestival.com)



**Previous pages**  
Lucerne; the WHO  
Trio featuring Gerry  
Hemingway

**Clockwise, from top**  
Lake Lucerne;  
Marc Unternährer;  
Gerry Hemingway



NUNO MARTENS, MARK UNTERNÄHRER PHOTOGRAPHED BY MISCHA CHRISTEN, PETER FISCHLI/LUCERNE FESTIVAL, MARCEL MEIER/JAZZFESTIVALWILLISAU, EMILIE ITIM

*“At first glance, you would expect more free spirit in bigger cities, such as Zürich or Bern. But then we know how to party. The scene in Lucerne, although small, is very open to individuality”*

documented on Veto Records, a label established by saxophonist Christoph Erb.”

Lucerne’s small size and fiercely independent spirit make it ideal for collaboration and experimentation. “There is an audience here for improvised music, in addition to traditional jazz,” says Hemingway. “The many small homegrown venues sustain the many musicians who choose to live here.

“More generally, on account of the Hochschule Luzern, there is a fair amount of innovation and experimentation going on with genre and sonic materials – a lot of groove-based minimal music, some interesting electronic music – much of it improvised,” he continues. “And there are the nearby scenes of Zürich, Basel and Bern – those players are often here to perform. The point is that there is openness to many influences, even some of the nearby traditional folk traditions are added into the mix.”

For evidence of Lucerne’s free spirit, look no further than the carnival, says Doran. “The Luzerner Fasnacht is much more creative and crazy than, for example, Basel,” he adds. Unternährer agrees: “At first glance, you would expect more free spirit in bigger cities, such as Zürich or Bern. But then we know how to party. The scene in Lucerne, although small, is very open to individuality.”

Among the most popular places are the city’s Jazzkantine, where you can catch students and teachers from the jazz school in action. “The programme at Neubad is worth checking out; they have a great deal of all sorts of events, including a series with young Swiss jazz bands,” says Unternährer, who curates his own jazz series at the Kleintheater with saxophone player Sebastian Strinning.

For more traditional jazz, there’s Jazz Club Luzern and the Louis Bar at the Art Deco Hotel Montana, while smaller clubs such as Mullbau and Kulturbrauerei offer a freer, more improvisatory repertoire. The Kulturkalender covers the whole spectrum of jazz-related activities.

“As a musician, one has to play outside the city to become known nationally, and in the countries surrounding Switzerland to become known internationally,” Doran points out. “But one can listen to an interesting concert nearly every night in Lucerne.”

Tastes in the city are diverse, too. “Many study, say, John Coltrane, listen to modern classical composer Olga Neuwirth and play in a pop band influenced by Tizah, for example,” says Unternährer. “It’s true we live in a provincial city, but we try not to be too comfortable – and we strive for the world.” [christydoran.ch](http://christydoran.ch), [gerryhemingway.com](http://gerryhemingway.com), [munter.li](http://munter.li), [kalender.null41.ch](http://kalender.null41.ch)



DOUBLE PERIPHERAL

CARL F. BUCHERER  
LUCERNE 1888

SWISS  
MADE

# Peripheral vision

*Carl F. Bucherer introduces its masterpiece with the floating tourbillon, the Manero Tourbillon DoublePeripheral*

**“This delicate regulator continues to intrigue and challenge horologists to this day”**

Only a few masters of watchmaking can lay claim to the expertise that is called for to build a tourbillon. The challenge began in the 18th century when pocket watches nestled in the waistcoats of their owners. This upright position meant that the vertically rotating balance wheel, the timekeeping device in a watch, was constantly exposed to the Earth’s gravitational pull, which led to inaccuracies.

But in 1801, a solution was invented. The watch’s escapement, balance spring and balance wheel were housed inside a tiny rotating cage known as a tourbillon – “whirlwind” in French – and the entire oscillation system was rotated around its own axis.

With its micro-mechanical complexity, this regulator continues to intrigue and challenge horologists to this day. “It’s one of the most complicated parts of mechanical movement,” says Samir Merdanovic, Head of Manufacture Movement and Customer Service.

Carl F. Bucherer’s new masterpiece, the Manero Tourbillon DoublePeripheral, then, is something special. The exclusive timepiece features a peripherally mounted

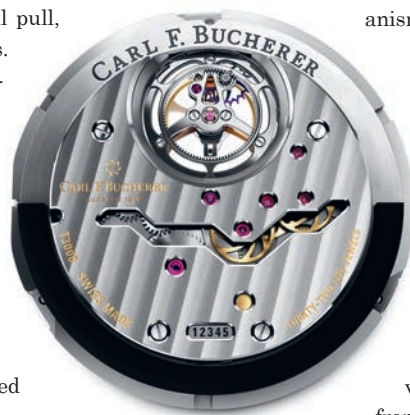
tourbillon that appears to float in a prominent position at 12 o’clock.

“There are three different types of tourbillon,” explains Merdanovic. “With the regular tourbillon, the whole cage is fixed on both sides, between two bridges. The flying tourbillon is fixed on one side, so it only has one bridge, and the floating tourbillon has nothing on either side. The point that keeps the cage together and makes the mechanism work is hidden.”

The invisible ingredient comes in the form of three ceramic ball bearings, which support the tourbillon cage.

While the ball bearings remain hidden, the watch’s newly designed CFB T3000 caliber – a world first – provides an unhindered view of the tourbillon both from above and below. Key to this is the peripheral rotor, which

revolves around the movement. “A traditional rotor would cover almost 50 per cent of it, but you can see the whole movement,” says Merdanovic. The two peripheral features give the timepiece its “DoublePeripheral” name and, as part of the Manero collection, it has an elegant, understated design. But don’t be deceived. “It looks very classic and simple but the movement uses a lot of new materials,” says Merdanovic, “and a lot of new ideas.”





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# Pioneering moments

*Exploring Carl F. Bucherer's rich heritage, we look back at key moments in the company's long history of watchmaking*

# A

free-spirited mind and robust entrepreneurial independence are qualities that define Carl F. Bucherer and what it stands for. It all started more than 130 years ago when Carl Friedrich Bucherer's bold vision led him to Lucerne with his wife, Luise. In September 1888, the pair opened their very first store in the city, selling watches and jewellery.

Their sons, Ernst and Carl Eduard, continued the tradition, creating technological and artistic timepieces of their own, launched under the name Bucherer. Combining the artistic skills of a jeweller and a watchmaker's crafting expertise is what has defined the style of Carl F. Bucherer from the start.

It's this masterly blend that the two brothers were to retain and refine during their time in Berlin, where they opened a goldsmith studio in 1913. The first of their ladies' wristwatches, *La Grande Dame* (below), notable for its Art Deco elegance, made its debut in 1919. Their father had a hunch that wristwatches would soon replace the traditional



pocket watch – and it wasn't long before he was proved right.

Owing to the political upheavals in Berlin, Ernst and Carl Eduard decided to pack their bags and embark on their next adventure in 1922. Filled with ambition and wanderlust, the brothers established a watch and jewellery business in South America. It was the beginning of the family's expansion, taking the Bucherer name out into the world, which would continue even after the brothers returned to Switzerland to develop the business there.

The 1950s, a decade of economic revival in Europe, saw an awakening demand for luxury goods, including timepieces of all designs and functions. Watches became more robust, as well as flatter and lighter. During this period, the automatic winder became the standard in men's watches, and the Bucherer collection from the era reflects that development. Important improvements were also made in clock drift precision and bracelet chronometers were prepared for mass production. By the 1960s, the studio was fully dedicated to chronometers. These high-precision certified watches became the icons of the era, with Bucherer emerging as one of the top three Swiss chronometer manufacturers.

Efforts to develop the electronic wristwatch, which had begun in the 1950s, intensified in the following decade. The breakthrough in Europe occurred in 1969 when a Swiss consortium, including the Bucherer company, presented the first mass-produced electronic quartz wristwatch caliber.

Quartz watches, which were cheaper to produce than their mechanical counterparts, would soon shake the watch-making industry to its very foundations, but the family firm from Lucerne proved the exception to the rule. Staying true to its impeccable standards and the entrepreneurial spirit of Carl Friedrich, the luxury watch retailer would become one of the bestselling watch brands in Switzerland in the 1970s and, from the mid-1980s onwards, mechanical chronographs enjoyed a return to popularity. With the comeback of the traditional mechanical wristwatch, manufacturers created the foundation for a revival that would continue in the coming years, equipping their watches with innovations such as the flyback feature exemplified by Carl F. Bucherer's Manero Flyback.

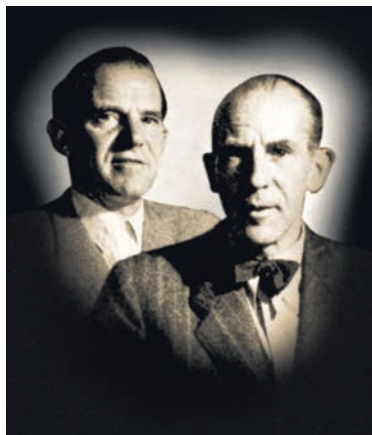
Since 2001, watches from the house of Bucherer have been marketed under the Carl F. Bucherer brand – in memory of the company's founder. It has now been in the hands of the Bucherer family for three generations.

"Looking back on our eventful history, I am convinced that staying true to our heritage and our founding father's values is what has brought us this far," says Jörg G. Bucherer. "This is why we will continue our legacy and keep up the entrepreneurial free spirit, our dedication to the highest manufacturing quality and, most importantly, tirelessly continue to turn our beliefs into action."



**Opening pages**  
Looking back through  
the cameras of the time;  
unfailing innovation

**Above & right**  
A slice of the past;  
Ernst and Carl Eduard



## TRAILBLAZING TIMEPIECES



**1948**

The chronograph rapidly becomes an icon of its time. At the end of the decade, Bucherer's line of sporty chronographs has expanded substantially.

**1950s**

While the Worldtimer (*below*) radiates classic beauty, its ability to measure different time zones establishes it as a watch of durable aesthetic.



**1969**

Centre Electronique Horloger, a Swiss consortium including Bucherer, presents the first mass-produced electronic quartz wristwatch caliber, the groundbreaking Beta 21 quartz movement, which is brought to market in 1970.

**1971**

Watertight to a depth of 200m, the Archimedes Super Compressor (*below*) epitomises the modern sports timepiece. The watch has two bezels, so the wearer can read two different times at once.



**1994**

With full calendar displays that can all be set using the crown, the Archimedes Perpetual captures the stylistic confidence and versatility of the 1990s.

**2008**

After three years of work, the CFB A1000 caliber combines the aesthetic appeal of a hand-wound movement with the convenience of automatic winding.

**2018**

In a world first, the Manero Tourbillon DoublePeripheral combines a peripheral automatic winding system with a peripherally mounted tourbillon that appears to float.



# In deep water

*Carl F. Bucherer hits the big screen again in science-fiction blockbuster The Meg, starring global brand ambassador Li Bingbing and her exquisite timepiece*



**Opposite, from top**  
Li Bingbing in *The Meg*; the Patravi ScubaTec also stars in the film

**Right, from top**  
The poster for *The Meg*; Jason Statham and Li Bingbing on the red carpet

It's the stuff of nightmares: a group of scientists is trapped on a research submersible in the depths of the ocean and a 23m-long prehistoric shark is on the hunt. Named after the giant predatory megalodon, the now-extinct shark twice the size of a great white, *The Meg* stars Carl F. Bucherer global brand ambassador Li Bingbing as oceanographer Zhang Suyin, who is running out of time.

Wearing her Carl F. Bucherer timepiece in every scene, the international actress relished the challenging role in which she works closely with Jason Statham, playing diver Jonas Taylor, to save the group on the submersible. "My character is a female scientist who is faced with a lot of challenges in deep waters," Li Bingbing says.

"During filming, we had to make full use of our imagination to act out reactions and be at the peak of our physical fitness to create the best scenes. It was a great honour to wear a Carl F. Bucherer watch in a setting in which I was able to accomplish things I thought I would never be able to do. When I look at my Patravi ScubaTec, I always sense a great feeling of accomplishment."

A diver's watch built to resist water pressure, the sporty and elegant Patravi ScubaTec is distinguished by its technical sophistication and high degree of reliability, even under extreme conditions.



As the exclusive watch sponsor of *The Meg*'s premiere, Carl F. Bucherer was involved in the film's international debut at the Water Cube in Beijing. On the red carpet, Li Bingbing wore another of the company's timepieces – the Alacria

Swan – and was joined by *The Meg*'s director, Jon Turteltaub, as well as the stars of the film, including Jason Statham, Winston Chao, Ruby Rose and Cliff Curtis.

Carl F. Bucherer CEO Sascha Moeri is proud to continue the company's successful involvement with the film industry. "In this stunning movie, our global brand ambassador Li Bingbing plays her role with the highest degree of passion and dedication," he says. "We are delighted that, with her wearing the Patravi ScubaTec, one of our watches also plays a starring role."

## FIRST ONLINE BOUTIQUE

Marking the company's first foray into e-commerce, the Carl F. Bucherer online boutique on JD.com is now open. Customers can now shop from home with 24-hour access, complete guarantees, and an exclusive selection of Carl F. Bucherer timepieces.

JD.com is China's leading e-commerce service provider, with a retail infrastructure used by a number of renowned international brands that allows customers to shop whenever suits them and have items delivered across China. One of the largest watch retailers in China, Harmony World Watch Centre, will operate and maintain the Carl F. Bucherer online boutique.

Carl F. Bucherer CEO Sascha Moeri said: "China is a key market for Carl F. Bucherer. Chinese consumers have a strong understanding of our brand values and it is important for Carl F. Bucherer to further develop its position in China by entering the country's e-commerce market.

"We feel honoured to have the privilege of partnering with Harmony World Watch Centre on this project. Being one of China's top retailers, the company has extensive and long-standing experience in retail sales. Furthermore, JD.com is one of the largest and strongest e-commerce platforms in China."



# Piecing the puzzle together

*A supporter of the Manta Trust since 2014, Carl F. Bucherer has financed an expedition investigating the diet of Maldivian reef manta rays*

**K**nown as the gentle giants of the ocean, manta rays captivate divers who come across them. “They swim up to you and look you in the eye,” says Dr Guy Stevens, CEO of the Manta Trust. “You really get the sense that they are interested in you as much as you are in them, which is rare for wild animals. They’re beautiful, charismatic creatures.”

Manta rays are also at risk: fishing has had a devastating impact on populations around the world. The Manta Trust, a UK-registered charity, was founded to turn the tide for these enigmatic creatures, by co-ordinating conservation efforts and global research into rays and their habitats.



Carl F. Bucherer has worked with the Manta Trust since 2014. The first successful collaboration saw the watchmaker support the charity in a project tagging rays in Mexico. There followed, in 2017, the launch of Carl F. Bucherer’s limited edition Patravi ScubaTec Manta Trust watches (*below left*), each of which corresponds with a specific manta ray captured on camera underwater by Stevens and his team.

With part of the proceeds from the sale of this watch, Carl F. Bucherer financed a scientific expedition in August 2017 in the Maldives. A team from the Manta Trust spent two weeks monitoring the manta ray population and analysing its habitat use and feeding habits, as well as the planktonic prey on which the mantas feed.

“A total of 92 zooplankton samples were collected at different locations in Baa Atoll,” says Stevens. Biopsy samples were also collected from 18 reef manta rays: three males and 15 females. “The samples were taken from the dorsal musculature using a modified Hawaiian sling,” explains Stevens. “The biopsy removes a tiny piece of skin and muscle – about the size of the rubber on the end of a pencil – from the





GUY STEVENS/MANTA TRUST

**From left to right**  
Each manta has unique spots; water velocity, temperature, salinity and density were measured



‘wing’ of the animal. Each sample was then split into three sub-samples for genetic, stable isotope and fatty acid analyses.”

The final part of the study examined the factors responsible for bringing zooplankton into Hanifaru Bay, the main manta feeding site, such as water velocity, temperature, salinity and density.

The findings were revealing: while the zooplankton found in Hanifaru Bay appear dominated by near-surface and epipelagic species (those to which sufficient light for photosynthesis can penetrate), preliminary results seem to support the presence of other types of zooplankton in the manta rays’ diet, most likely coming from deeper water, as well as the seabed. These results suggest that Maldivian reef manta rays have a wider diet than originally thought, and that conservation measures should not be limited to surface feeding sites.

“To effectively conserve a species, you first need to define its habitat and those areas within its range which are critical to its survival,” says Stevens. “By understanding what prey the manta rays are eating and where, we are beginning to piece this puzzle together. However, without the support of our partners, such as Carl F. Bucherer, this important work would not be possible.”

[mantatrust.org](http://mantatrust.org), [carl-f-bucherer.com](http://carl-f-bucherer.com)



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# The perfect recipe

*Carl F. Bucherer and GaultMillau Switzerland select the Bürgenstock Resort Lake Lucerne as Hotel of the Year 2019*



**Left to right**  
From left: Robert P. Herr, Mike Wehrle, Sascha Moeri, Urs Heller, and Bruno H. Schoepfer; hamachi sashimi, from the Spices Kitchen & Terrace, and the Manero Peripheral

**T**he Bürgenstock Resort Lake Lucerne had the winning recipe and landed the title of Hotel of the Year 2019, presented by GaultMillau Switzerland and Carl F. Bucherer. The award ceremony was held at the resort, located on a spectacular mountain ridge overlooking Lake Lucerne. It was a special moment for Carl F. Bucherer, which shares the same home town as the Bürgenstock Resort, and has a similarly illustrious history.

The Grand Hotel, as it was known after its original completion in 1873, once attracted such renowned names as Charlie Chaplin, Kofi Annan, Sophia Loren and Audrey Hepburn. Following nine years of planning and development, the new Bürgenstock Resort Lake Lucerne opened in August 2017, blending historic listed buildings and modern structures.

Speaking at the award ceremony, Sascha Moeri, CEO of Carl F. Bucherer, said: “The Bürgenstock Resort has always pursued a vision of consistently setting the very highest standards. It is this shared philosophy, as well as the fact that we both have a long history and are ‘Made of Lucerne’,

that creates such a strong connection between our brand and this renowned hotel.”

With GaultMillau Switzerland editor-in-chief Urs Heller also in attendance, Sascha Moeri presented a watch each to Bruno H. Schöpfer, managing director of the Bürgenstock Selection, Robert P. Herr, general manager of the Bürgenstock Resort, and Mike Wehrle, the Bürgenstock Resort’s culinary director. Each watch features an engraving on the case back with the words “Hotel of the Year 2019”.

In honour of this special award, Carl F. Bucherer presented selected delicacies from the Spices Kitchen & Terrace, one of the resort’s restaurants, and luxurious time-pieces in a series of artistic photographs.

The Spices Kitchen & Terrace, which serves authentic Asian cuisine, is one of four restaurants at the Bürgenstock Resort that will be featured in the *GaultMillau Guide 2019*. The harmonious blend of haute cuisine with haute horlogerie once again highlighted the shared values that unite Carl F. Bucherer and the Bürgenstock Resort Lake Lucerne – continuity, passion, independence and perfection down to the very last detail. [buergenstock.ch](http://buergenstock.ch)





# Expansion in Asia

*Exclusive opening of  
new Carl F. Bucherer  
boutique in Hong Kong*



**E**lectronics, upmarket fashion, luxury brands: the neon-lit square mile of Hong Kong's bustling Causeway Bay neighbourhood is every shopper's delight. And a new Carl F. Bucherer boutique now adds to the sparkle of the area's very own Times Square.

The new Hong Kong outlet was opened in partnership with longtime retail partner Prince Jewellery & Watch. Carl F. Bucherer's president and owner, Jörg G. Bucherer, CEO Sascha Moeri, and renowned Chinese movie star and global brand ambassador, Li Bingbing, attended the exclusive opening in September 2018. They unveiled the sleek modern interior of the new store, which is accentuated by the golden, Baroque-inspired elements of the logo and the distinctive brand imagery.

To round off the celebrations, around 200 guests attended an exclusive gala dinner at the Grand Hyatt,

where they entered the world of Carl F. Bucherer through a tunnel showing imagery of Lucerne and the brand.

During the event, Sascha Moeri pointed out that launching a new boutique in Hong Kong represents a significant step. "The opening marks a milestone in the expansion of our brand in Asia. At the end of 2017, we had nearly 100 points of sale, and by the end of 2018, we will have more than 150 physical points of sale and one digital boutique.

"The new boutique in Hong Kong is a perfect reflection of the brand's DNA. With its fusion of materials, respect for tradition, creativity and innovation, this exclusive environment will be the perfect setting in which to welcome and take care of our customers."

Jörg G. Bucherer added: "I am honoured and proud to bring our 130-year family legacy to this new boutique in Hong Kong."



**Previous pages, left to right**  
Visitors having their first look at the boutique; its location in bustling Causeway Bay

**This page, clockwise from left**  
The sleek interior of the new boutique; CEO Sascha Moeri and global brand ambassador Li Bingbing on the red carpet with Dr. Emily Tang, Dr. Jimmy Tang and Jerry Tsang; Sascha Moeri, Li Bingbing and Jörg G. Bucherer ahead of the gala dinner at the Grand Hyatt





# THE DIRECTORY

## THE AMERICAS & CARIBBEAN

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**Little Switzerland**, Paseo Herencia, J.E. Irausquin Blvd., Noord, Aruba, +1 248 809 5560, [littleswitzerland.com](http://littleswitzerland.com)

**Classic Creations**, 5799 Yonge St., M2M 3V3 Toronto ON, Canada, +1 888 316 2765, [classiccollections.com](http://classiccollections.com)

**Kaufmann de Suisse**, 2195 Crescent St., H3G 2C1 Montreal QC, Canada, +1 514 848 0595, [kaufmannedesuisse.com](http://kaufmannedesuisse.com)

**Palladio Jewellers**, Terminal City Club, 855 West Hastings St., V6C 3N9 Vancouver BC, Canada, +1 604 685 3885, [palladiocanada.com](http://palladiocanada.com)

**Kirk Freeport**, 893 GT Cardinal Ave., Georgetown, Grand Cayman, Cayman Islands, +1 345 949 7477, [kirkfreeport.net](http://kirkfreeport.net)

**Casa Del Vecchio**, C.C. Arkadia, Zona 10 Local 326, Guatemala, +1 502 5702 8916, [casadelvecchio.com](http://casadelvecchio.com)

**Be Watch**, Centro Comercial Antea Lifestyle Center, 76127 Querétaro, Mexico, +52 442 2460400, [joyeriasbewatch.com.mx](http://joyeriasbewatch.com.mx)

**Fuentes Joyeros**, Centro Comercial Interlomas, Av. Magnocentro 5, Col. San Fdo., 52786 Huixquilucan, Mexico, +52 55 52900406

**Liverpool Insurgentes**, Av. Insurgentes Sur 1310, Colonia del Valle Sur, Benito Juárez, 03100 Mexico City, Mexico, +52 54 80 13 00, [liverpool.com.mx](http://liverpool.com.mx)

**Liverpool Interlomas**, Vialidad de la Barranca 6, Colonia Exhacienda Jesus del Monte, 52787 Huixquilucan, Mexico, +52 30 88 23 00, [liverpool.com.mx](http://liverpool.com.mx)

**Liverpool Perisur**, Centro Comercial Perisur, Periferico Sur, Col. Jardines del Pedregal de San Ángel, 04500 Coyoacán, Mexico, +52 55 5447 1200, [liverpool.com.mx](http://liverpool.com.mx)

**Liverpool Villahermosa Alabrisa**, Centro Comercial Alabrisa, Blvd. Carlos Pellicer Cámara, 86190 Villahermosa, Mexico, +52 993 310 69 00, [liverpool.com.mx](http://liverpool.com.mx)

**Liverpool Zapopan**, Av. Patria 2085., Fracc. Plaza Andares, 45116 Zapopan, Mexico, +52 33 36 48 17 00, [liverpool.com.mx](http://liverpool.com.mx)

**Shiva's Gold and Gems**, Trident Jewelers, 70-75 Front St., Philipsburg, St. Maarten N.A., +1 721 542 5946, [shivasjewelers.com](http://shivasjewelers.com)

**Jewels - Little Switzerland**, 5091 Norre Gade, 00802 St. Thomas, Virgin Islands, +1 248 809 55560, [littleswitzerland.com](http://littleswitzerland.com)

## USA

**Armel Jewelers**, Bay Street Village & Town Center, 3976 Destination Drive, 34229 Osprey FL, +1 941 966 5878, [armeljewelers.com](http://armeljewelers.com)

**Armel Jewelers**, St. Armands Circle, 22 North Boulevard of the Presidents, 34236 Sarasota FL, +1 941 388 3711, [armeljewelers.com](http://armeljewelers.com)

**Armstrong Rockwell**, 150 Trumbull St., 06103 Hartford CT, +1 860 246 9858, [armstrongrockwell.com](http://armstrongrockwell.com)

**Barons Jewelers**, 4870 Dublin Blvd., 94568 Dublin CA, +1 925 452 1700, [baronsjewelers.com](http://baronsjewelers.com)

**Barry Peterson Jewelers**, 511 Sun Valley Rd., 83340 Ketchum ID, +1 208 726 5202, [barrypetererson.com](http://barrypetererson.com)

**Bernie Robbins**, The Promenade at Sagemore, 500 Route 73 South, 08053 Marlton NJ, +1 856 985 4500, [bernierobbins.com](http://bernierobbins.com)

**Bernie Robbins**, 775 East Lancaster Ave., 19085 Villanova PA, +1 610 971 2446, [bernierobbins.com](http://bernierobbins.com)

**Bigham Jewelers**, 2425 Tamiami Trail North, 34103 Naples FL, +1 239 434 2800, [bighamjewelers.com](http://bighamjewelers.com)

**Caribbean Gems**, 105 Main St., 99901 Ketchikan AK, +1 907 225 7300, [caribbeangems.com](http://caribbeangems.com)

**Carl F. Bucherer North America**, 1805 South Metro Parkway, 45459 Dayton OH, +1 800 395 4306

**Cezanne Jewelers**, 79 Maryland Ave., 21401 Annapolis MD, +1 410 263 1996

**CH Premier Jewelers**, 2855 Stevens Creek Blvd., 95050 Santa Clara CA, +1 408 983 2688, [chpremier.com](http://chpremier.com)

**Chong Hing Jewelers**, 18436 Colima Rd., 91748 Rowland Heights CA, +1 626 810 8883, [chonghing.com](http://chonghing.com)

**Chong Hing Jewelers**, Goldsmith Ltd., 140 W. Valley Blvd., 91776 San Gabriel CA, +1 626 280 9195, [chonghing.com](http://chonghing.com)

**Clarkson Jewelers**, 1306 C. Clarkson/Clayton Center, 63011 Ellisville MO, +1 636 227 2006, [clarksonjewelers.com](http://clarksonjewelers.com)

**Costello Jewelry Co.**, 474 N. Main St., 60137 Glen Ellyn IL, +1 630 790 3272, [costello.net](http://costello.net)

**Costello Jewelry Co.**, 33 W. Jefferson, 60540 Naperville IL, +1 630 355 1311, [costello.net](http://costello.net)

**D'amore Jewelers**, 731 Anderson Ave., 07010 Cliffside Park NJ, +1 201 945 0530, [damorejewelers.com](http://damorejewelers.com)

**Daniele Trissi**, 14-16 Spencer Place, 10583 Scarsdale NY, +1 914 723 4500, [danieletrissi.com](http://danieletrissi.com)

**Danson Jewelers**, 33 W. Allendale Ave., 07401 Allendale NJ, +1 201 962 3207, [dansonjewelers.com](http://dansonjewelers.com)

**Darakjian Jewelers**, 101 Willits St., 48009 Birmingham MI, +1 248 356 7140, [darakjian.com](http://darakjian.com)

**Elizabeth Diamond Company**, 7245 Far Hills Ave., 45459 Dayton OH, +1 937 434 0003, [shopedc.com](http://shopedc.com)

**Feldmar Watch Company**, 9000 West Pico Blvd., 90035 Los Angeles CA, +1 310 274 8016, [feldmarwatch.com](http://feldmarwatch.com)

**Gasper's Jewelers**, 447 Alvarado St., 93940 Monterey CA, +1 831 375 5332, [gaspersjewelers.com](http://gaspersjewelers.com)

**Gunderson's Jewelers**, Village Pointe, 17255 Davenport St., 68118 Omaha NE, +1 402 935 6332, [gundersons.com](http://gundersons.com)

**Gunderson's Jewelers**, Lakeport Commons, 4830 Sergeant Rd., 51106 Sioux City IA, +1 712 255 7229, [gundersons.com](http://gundersons.com)

**Gunderson's Jewelers**, Bridges at 57th, 2109 W. 57th St., 57108 Sioux Falls SD, +1 605 338 9060, [gundersons.com](http://gundersons.com)

**Isaac Jewelers**, Kierland Commons, 15044 N. Scottsdale Rd., 85254 Scottsdale AZ, +1 480 941 9090, [isaacjewelers.com](http://isaacjewelers.com)

**J. Brooks Jewelers**, Fashion Plaza, 152 East Winchester St., 84107 Murray UT, +1 801 266 4747, [jbrooksjewelers.com](http://jbrooksjewelers.com)

**J. Brooks Jewelers**, 1791 West Traverse Parkway, 84043 Lehi UT, +1 385 336 7400, [jbrooksjewelers.com](http://jbrooksjewelers.com)

**J. Vincent Jewelers**, 420 State Route 34, 07722 Colts Neck NJ, +1 732 256 4410, [jvincent.com](http://jvincent.com)

# MANERO TOURBILLON

The Manero Tourbillon DoublePeripheral's most exquisite feature – its flying tourbillon – deserves full attention. So it has been given prime position at 12 o'clock and is visible both from above and below. The case made from 18-karat rose gold provides a harmonious and elegant setting for this clever new manufacture movement. A convex silver-coloured dial adds volume in the display with appliquéd gold-plated wedge-shaped indices and faceted gold-plated lancet-shaped hands.



### Stand-out feature

The sapphire crystal with anti-reflective coating on both sides beautifully accentuates the exquisite face of this watch.

**Kimball's Jewelers**, 6464 Kingston Pike, 37919 Knoxville TN, +1 865 584 0026, kimballsjewelers.com

**King Jewelers**, 18265 Biscayne Blvd., 33160 Aventura FL, +1 305 935 4900, kings1912.com

**Lester Lampert**, 7 E. Huron St., 60611 Chicago IL, +1 800 228 9436, lesterlampert.com

**Loghman Jewelers**, 1555 Camino Del Mar, 92014 Del Mar CA, +1 858 523 0000, loghman.com

**Loghman Jewelers**, 12925 El Camino Real, 92130 San Diego CA, +1 858 523 0000, loghman.com

**London Jewelers**, 2 Main St. 11937 East Hampton NY, +1 631 329 3939, londonjewelers.com

**London Jewelers**, 28 School St., 11542 Glen Cove NY, +1 516 671 3154, londonjewelers.com

**London Jewelers**, Americana Manhasset, 2046 Northern Blvd., 11030 Manhasset NY, +1 516 627 7475, londonjewelers.com

**London Jewelers**, 47 Main St., 11968 Southampton NY, +1 631 287 4499, londonjewelers.com

**London Jewelers**, Westfield World Trade Center, 185 Greenwich St., 10007 Manhattan NY, +1 212 381 9455, londonjewelers.com

**Louis Anthony**, 1775 North Highland Rd., 15241 Pittsburgh PA, +1 412 854 0310, louisanthony.com

**Mazzarese**, Parkway Plaza, 4850 W. 135th St., 66224 Leawood KS, +1 800 735 5112, mazzarese.com

**MJ Christensen Diamonds**, 8980 W. Charleston Blvd., 89117 Las Vegas NV, +1 702 952 2300

**Morgans Jewelers**, 50-C Peninsula Center, 90274 Rolling Hills Estates CA, +1 310 541 2052, morgansjewelerspv.com

**Moyer Fine Jewelry**, 14727 Thatcher Lane, 46032 Carmel IN, +1 317 844 9003, morgansjewelers.com

**Old Northeast Jewelers**, 1131 4th Street North, 33701 St. Petersburg FL, +1 727 898 4377, oldnortheastjewelers.com

**Old Northeast Jewelers**, Tampa International Plaza Mall, 2223 N. West Shore Blvd., 33607 Tampa FL, +1 813 875 8899, oldnortheastjewelers.com

**Packouz Jewelers**, 522 SW Broadway, 97205 Portland OR, +1 503 228 3111, packouzjewelers.com

**Provident Jewelers**, 150 Worth Ave., 33480, Palm Beach FL +1 561 833 0550, providentjewelry.com

**Provident Jewelers**, 15245 South Tamiami Trail, 33908 Fort Meyers FL, +1 239 274 7777, providentjewelry.com

**Provident Jewelers**, 331 Clematis St., 33401 West Palm Beach FL, +1 561 833 7755, providentjewelry.com

**Provident Jewelers**, 828 W. Indiantown Rd., 33458 Jupiter FL, +1 561 747 4449, providentjewelry.com

**Provident Jewelers**, 11924 Forest Hill Blvd., 33414 Wellington FL, +1 561 798 0777, providentjewelry.com

**Radiance**, ARIA Resort & Casino Las Vegas, 3730 Las Vegas Blvd. South, 89158 Las Vegas NV, +1 702 590 8725, aria.com

**Sabri Guven Fine Jewelry**, 2225 Old Milton Pkwy, 30009 Alpharetta GA, +1 770 777 4800, sabrifinejewelry.com

**Sandler's Diamonds & Time**, 920 Houston Northcutt Blvd., 29464 Mt. Pleasant SC, +1 843 936 3516, sandlerjewelry.com

**Shannon Fine Jewelry**, 6944 Cypress Creek Pkwy., 77069 Houston TX, +1 281 893 1175, shannonfinejewelry.com

**Shannon Fine Jewelry**, 1440 Lake Woodlands Drive Suite I, 77380 The Woodlands TX, +1 281 364 7172, shannonfinejewelry.com

**Simmons Fine Jewelry**, 1220 N. Olive Ave., 83642 Meridian ID, simmonsfinejewelry.com

**Sollberger's**, 1111 Highland Colony Pkwy. E, 39157 Ridgeland MS, +1 601 853 1777, sollbergers.com

**Stafford Jewelers**, Kenwood Mall, 7875 Montgomery Rd., 45236 Cincinnati OH, +1 513 891 5200, staffordjewelers.com

**Steiners Jewelry**, 231 S. San Mateo Drive, 94401 San Mateo CA, +1 650 342 1824, steinersjewelry.com

**Swiss Watch Gallery**, 940 The Shops at Mission Viejo, 92691 Mission Viejo CA, +1 949 364 2500, swisswatchgallery.com

**Timeless Luxury Watches**, 7310 Windrose Ave., 75024 Plano TX, +1 214 494-4241, timelessluxwatches.com

**Tourneau 3 Bryant Park**, 1097 Avenue of the Americas, 10036 Manhattan NY, +1 212 278 8041, tourneau.com

**Tourneau 175 Worth Ave.**, 33480 West Palm Beach FL, +1 561 832 8812, tourneau.com

**Tourneau At Bloomingdale's Century City**, 10250 Santa Monica Blvd., 90067 Los Angeles CA, +1 310 772 7119, tourneau.com

**Tourneau Madison Ave And 53rd St.**, 510 Madison Ave., 10022 Manhattan NY, +1 212 758 5830, tourneau.com

**Tourneau Roosevelt Field**, 630 Old Country Rd., 11530 Garden City NY, +1 516 873 0209, tourneau.com

**Tourneau South Coast Plaza**, 3333 Bristol St., 92626 Costa Mesa CA, +1 714 850 0222, tourneau.com

**Tourneau The Forum Shops at Caesar's**, 3500 Las Vegas Blvd., 89109 Las Vegas NV, +1 702 732 8463, tourneau.com

**Tourneau The Plaza At King Of Prussia**, 160 North Gulph Rd., 19406 King of Prussia PA, +1 610 491 8801, tourneau.com

**Tourneau TimeMachine 57th St And Madison Ave**, 12 East 57th St., 10022 Manhattan NY, +1 212 758 7300, tourneau.com

**Watch Connection**, 3033 South Bristol St., 92626 Costa Mesa CA, +1 714 432 8200, watchconnection.com

**Watch Expo**, 980 West Coast Highway, 92663 Newport Beach CA, +1 949 566 9006, watchexpo.com

**Westime**, 216 North Rodeo Drive, 90210 Beverly Hills CA, +1 310 888 8880, westime.com

**Westime**, 8569 West Sunset Blvd., 90069 West Hollywood CA, +1 310 289 0808, westime.com

**William Barthman Jewelers**, 1118 Kings Highway, 11229 Brooklyn NY, +1 718 375 1818, williambarthman.com

### ASIA

**DFS (Cambodia) Limited**, 18 St. 432, Sangkat Boeung Trabek, Khan Chamkarmorn, 12000 Phnom Penh City, Cambodia

**Pasha Ltd.**, Tole bi St. 25, 50010 Almaty, Kazakhstan, +7 727 2938371

**Pasha Ltd.**, Sayarka St. 4, Radisson Hotel Astana, 10000 Astana, Kazakhstan, +7 7172 570470, brand@pasha.kz

**Woorim Fashion Marketing Group.**  
Specialty Contractors Hall 23FL, 395-70  
Shindaebang-dong, Dongjak-gu, 156-714  
Seoul, Korea, +82 2 3284 1301/2

**Adamas Floreal,** Mangalkhan, Floreal,  
Vacoas-Phoenix, Mauritius, +230 686  
5246, adamasltd.com

**Mauritius Duty Free Paradise Co Ltd.,**  
Sir Seewoosagur Ramgoolam  
International Airport, Plaine Magnien,  
Mauritius, +230 603 6400, mdfp.mu

**SKR Luxury Limited,** Maradiva Villas  
Resort & Spa, Wolmar Coastal Rd., Flic  
en Flac, Mauritius, +230 453 81 99

**Hanif Jewelry & Watches,** Marriott  
Hotel, Aga Khan Rd., Shalimar 5, 44000,  
Islamabad, Pakistan, +92 051 2824748,  
hanifjewellers.com

**Hanif Jewelry & Watches,** Serene  
Hotel, Khayaban-e-Suhrwardy, 44000  
Islamabad, Pakistan, +92 051 2600300,  
hanifjewellers.com

**Hanif Jewelry & Watches,** West 9 Zone  
of Florient Rise, Gulberg III, 54000  
Lahore, Pakistan, +92 42 357575333435

**Watch in Focus,** TriNoma Mall, North  
Ave., Metro Manila, 1105 Quezon City,  
Philippines, +6329432479

**Watchlink,** Main Mall, SM Mall Of  
Asia, Metro Manila, 1300 Pasay City,  
Philippines, +6325560325

**Watchworks,** Ali Mall, Arenata Center,  
Quezon City, Philippines, +63 2 911 7878

**JW Horological Gallery,** International  
Plaza, 10 Anson Rd., 79903 Singapore,  
+65 6538 6055

**Cortina Watch Ltd.,** 26/48 Orakarn Bldg,  
Soi Chidlom, Ploenchit Rd., Lumpini,  
Pathumwan, 10330 Bangkok, Thailand,  
+66 2254 1031, cortinawatch.com

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## CHINA, HONG KONG & MACAU

**Anshan Wisdom Swiss Watch,** 47 Er Yi  
Jiu Rd., Tie Dong District, Anshan 114001,  
+86 412 2280059

**Anshan Wisdom Swiss Watch & Clock  
Co. Ltd.,** New Mart Shopping Center,  
42 Sheng Li South Rd., Tiedong District,  
Anshan 114001

**Carl F. Bucherer,** 1045 West Nanjing  
Rd., Jing'an District, Shanghai 200041,  
+86 21 5272 8236

**Changchun International Watch,**  
Changchun International Building,  
478 Chongqing Rd., Changchun 130041,  
+86 431 88913168

**Chow Tai Fook,** 268 Wang Dun Rd.,  
Gongyeyuan District, Suzhou 215000,  
+86 610 491 8801

**Chow Tai Fook,** Guangzhou Friendship  
Mall, 369 East Huan Shi Rd., Yuexiu Dist.,  
Guangzhou 510000, ctfwatch.com

**Chow Tai Fook,** Jinge Centre, 9  
Dongfeng East Rd., Wuhua, Kunming  
650221, +86 212 7587300

**Chow Tai Fook,** K11, 2/1 Bo Lan Rd.,  
Heping District, Shengyang 200020,  
ctfwatch.com

**Chow Tai Fook,** K11, 355 Guan Shan  
Ave., Hongshan District, Wuhan 430073,  
ctfwatch.com

**Chow Tai Fook,** Times Square, 336  
Huancheng South Rd. East Section,  
Beilin District, Xi'an 710000,  
+86 516 873 0209

**Chow Tai Fook,** Wuhan World Trade  
Plaza, 686 Han Kou Jie Fang Ave.,  
Hanjiang District, Wuhan 430022,  
ctfwatch.com

**Dalian Jinhua,** Central Avenue  
Shopping Mall, 107 Xi'an Rd., Shahekou  
District, Dalian 116021

**Dalian Jinhua,** Dalian Heng Long  
Square, 66 Wusi Rd., Xigang District,  
116000 Dalian, +86 189 40986527

**Dalian Jinhua,** Intercontinental Shop,  
10 Yide St., Zhongshan District, Dalian  
116001, +86 455 8159222

**Emperor Watch & Jewellery,**  
Emperor Shopping Mall, 12 Jianguo St.,  
Chaoyang District, Beijing 100000,  
+86 10 56469893

**Harbin Tienyu Watch Co. Ltd.,** Century  
Huacheng Shopping Plaza, 48 East  
Zhongxing Rd., Suihua 152000

**Harmony World Watch,** Beijing Xidan  
Department Store, 120 Xidan North Rd.,  
Xicheng, Beijing 100031, +86 10 66011216

**Harmony World Watch,** Blue Sky  
Department Store, 1 Kunquading St.,  
Baotou 14000, +86 138 04726639

**Harmony World Watch,** Chengdu  
XiChenTian Rd., Chengdu,  
+86 212 2788041

**Harmony World Watch,** Chongqing  
Nanping Shopping Mall, 8 North  
Nanping Rd., Nan'an District, Chongqing  
400060, +86 23 88306130

**Harmony World Watch,** Chongqing  
New Century Department Store, 1 North  
Xinjian Rd., Jiangbei District, Chongqing  
400020, +86 23 89188879

**Harmony World Watch,** Chong Sheng  
Jin Zhu Plaza, 2 West Chuan Shan Rd.,  
Zhenxiang District, Hengyang 421001,  
+86 734 8191739

**Harmony World Watch,** Dayang  
Shopping Mall, 756 Zhongshan Rd.,  
Jiangnan District, Wuhan 430000

**Harmony World Watch,** Friendship  
Xintiandi Plaza, 208 Binjiang Rd., Heping  
District, Tianjin 300000,  
+86 22 60861005

**Harmony World Watch,** Gaoxin Wanda  
Plaza, 719 West Mutasai Rd., Yanta  
District, Xi'an 710065, +86 187 92818726

**Harmony World Watch,** Golden Eagle  
Outlet, 1 Xuehai Rd., Xianlin College  
Town, Qixia District, Nanjing 210023,  
+86 139 51984305

**Harmony World Watch,** Golden Eagle  
Shopping Center, 8 Qing Nian Rd.,  
Wuhua District, Kunming 650000

**Harmony World Watch,** Harmony Xian  
Haomen Boutique, 36 South St., Beilin  
District, Xi'an 710001, +86 29 87263151

**Harmony World Watch,** Harmony  
Shenyang 1928, 312 North Nanjing Rd.,  
Heping District, Shenyang 110001,  
+86 24 83830709

**Harmony World Watch,** Hefei Wanda  
Department Store, 130 Ma Anshan Rd.,  
Baohu District, Hefei 230061,  
+86 551 62891586

**Harmony World Watch,** Hongqiao  
Friendship Shopping Centre, 6 Zunyi  
Rd., Changning District, Shanghai  
200336, +86 21 52900185

**Harmony World Watch,** Huarun Grand  
Hyatt, 1881 South Baoan Rd., Luohu  
District, Shenzhen 518001,  
+86 755 82668369

**Harmony World Watch,** Huhhot Minzu  
Store, 7 West Zhongshan Rd., Huimin  
District, Huhhot 010020,  
+86 471 6932598

**Harmony World Watch,** Intercontinental  
Hotels & Resorts, 5 Yijing Rd., Dianchi  
District, Kunming 650228,  
+86 871 63158686

**Harmony World Watch,** International  
Plaza, 218 Liao Gu South Rd., Qilin  
District, Qijing 655099

**Harmony World Watch,** Jinan  
International Mall, 69 Central St.,  
Daoli District, Harbin 150010

**Harmony World Watch,** JiuFang,  
Changzheng Ave., Zhanggong District,  
Ganzhou 341000, +86 797 8487137

**Harmony World Watch,** JiuFang, 101  
Changhong West Ave., Jiujiang 332000,  
+86 782 8250096

**Harmony World Watch,** Luoyang Wang  
Fujing Plaza, 429 Zhongzhouzhong St.,  
Luoyang 471000, +86 379 63263696

**Harmony World Watch,** Meichen  
Shopping Mall, 98 Renmin Middle Rd.,  
Fuchun St., Kunming 650000,  
+86 137 59425857

**Harmony World Watch,** MixC, 88 Jinshi  
Rd., Binghu District, Wuxi 214121,  
+86 139 21543918

**Harmony World Watch,** MixC, 701  
Fuchun Rd., Jianggan District, Hangzhou  
310016, +86 571 89705710

**Harmony World Watch,** MixC, 781 Jin  
Cheng Rd., Xiaoshan District, Hangzhou  
310000, +86 571 82395117

**Harmony World Watch,** MixC, 1551  
Wuzhong Rd., Minhang District,  
Shanghai 201103, +86 15026669992

**Harmony World Watch,** MixC, Huarun,  
111 Xi You Rd., Zhengwu District, Hefei  
230022, +86 551 65877697

**Harmony World Watch,** MixC, Nantong,  
Jiangsu

**Harmony World Watch,** MixC, North  
Dengfeng Ave., Ganzhou 341000,  
+86 797 5169540

**Harmony World Watch,** MixC,  
Wanbailin District, Taiyuan 30002,  
+86 561 8328812

**Harmony World Watch,** Nanchang  
Baisheng Department Store, 177  
Zhongshan Rd., Nanchang 330000,  
+86 791 86733236

**Harmony World Watch,** Nanyafengqing  
Street Shopping Mall, Dianchi Rd.,  
Fuhai District, Kunming 650100,  
+86 136 88719081

**Harmony World Watch,** New Century  
Department Store, 1011 Songqing Rd.,  
Dadukou District, Chongqing 400020,  
+86 23 89161965

**Harmony World Watch,** Park 1903, West  
Qianwei Rd., Xishan District, Kunming  
650228, +86 150 87006015

**Harmony World Watch,** Sand Boat  
Outlets, 18 East Mozhou Rd., Jiangning  
District, Nanjing 211100, +86 25 87177220

**Harmony World Watch,** Shenzhen Fiyta  
Bldg., Shenzhen 518000, +86 212 7585830

**Harmony World Watch,** Taiye Int. Plaza,  
21 East Jianshe Rd., Bai Autonomous  
Region, 671000 Dali, +86 130 80966285

**Harmony World Watch,** Tangshan  
Department Store, Lubei District,  
Tangshan 63000

**Harmony World Watch,** Tianhong  
Department Store, Marriott City Square,  
Dixing Rd. and Ximao Rd., Loudi 417000,  
+86 738 2882677

# PATRAVI

## TRAVELTEC BLACK

Displaying three time zones simultaneously, the Patravi TravelTec Black is a powerful partner for any adventurous globetrotter. Matte black, with an air of mystery, this tough timepiece has a non-reflective, scratch-resistant and shockproof diamond-like carbon (DLC) finish. The chronometer-certified CFB 1901.1 caliber epitomises reliability and precision, and the stark contrast between dial, hands, indices and scales guarantees high legibility, even when visibility is poor.



### Stand-out feature

The inner ring for the third time zone can be turned forward or backward (east or west) in one-hour steps with the simple push of a button reversing direction.

**Harmony World Watch**, Tongde Plaza, Beijing Rd., Panlong District, Kunming 650051, +86 871 65720593

**Harmony World Watch**, Wanda Plaza, 999 Hui Zhan Rd., Donghu District, Nanchang 330038

**Harmony World Watch**, Wanda Shopping Mall, 26 Xin Hua Rd., Saihan District, Huhhot 10030, +86 471 3255197

**Harmony World Watch**, Wangfujing Shopping Mall, Dongsheng District, Ordos 17000, +86 155 98661038

**Harmony World Watch**, World City Square, 766 Lo Yu Rd., Hongshan District, Wuhan 430000, +86 27 87188190

**Harmony World Watch**, Xian Kaiyuan Department Store (Xishaoemen), Cross Southeast, Xishao Door, Lianhu District, Xi'an 710000, +86 29 62829351

**Harmony World Watch**, Xian Kaiyuan Department Store (Zhonglou), 6 East Jiefang Rd., Beilin District, Xi'an 710000, +86 29 87235469

**Harmony World Watch**, Yinchuan Xinhua Department Store, 97 Xinhua St., Xingqing District, Yinchuan 750001, +86 951 6083021

**Harmony World Watch**, Yunda Central Plaza, 567 Chang Sha Ave., Yuhua District, Changsha 410000, +86 136 47414921

**Harmony World Watch**, Zhengyi Fang, Laojie Rd., Wuhua District, Kunming 650000, +86 871 68369148

**Harmony World Watch**, Zhonglian Plaza, Xincheng District, Chifeng 24000

**Hengdeli Group Ltd.**, Beijing ShuangAn Department Store, 28 North Third

Ring West Rd., Haidian District, Beijing 100086, +86 10 62138820

**Hengdeli Group Ltd.**, Cuiwei Shopping Mall, 33 Fuxing Rd., Haidian District, Beijing 100000, +86 10 68282228

**Hengdeli Group Ltd.**, HuaYu Shopping Center, 87 Kaihua Temple Rd., Yingze District, Taiyuan

**Hengdeli Group Ltd.**, Mambat Plaza, 88 Hexi Rd., Zhangjiagang 215600

**Hengdeli Group Ltd.**, Sanbao Watch, Wangfujing Plaza, 99 Qinxian Rd., Xiaodian District, Taiyuan 030006, +86 351 7887127

**Hengdeli Group Ltd.**, Taianzhongbai Plaza, 90 Caiyuan St., Tai'an 271000, +86 159 66000865

**Hengdeli Group Ltd.**, Taihua Shopping Mall, 360 East Dongfeng Rd., Kuiwen District, Weifang 261000, +86 152 06678199

**Hengdeli Group Ltd.**, Taiyuan HuaYu, 87 Kaihua Temple St., Yingze District, Taiyuan 30002, +86 351 8308326

**Hengdeli Group Ltd.**, Xinyibai Shopping Mall, 118 Stone Rd. St., Daoli District, Harbin 150010, +86 137 66813722

**Hengdeli Group Ltd.**, Xinyu Beijing Cuiwei, Dacheng Rd., Fengtai District, Beijing 100141, +86 138 11295021

**Hengdeli Group Ltd.**, Yansha Fridesnhip Shopping Mall, 52 Liangmaqiao Rd., Chaoyang District, Beijing 100000, +86 138 11446672

**Hengdeli Group Ltd.**, Zhenhua Shopping Mall, 8 West Haiganglu St., Yantai 264000, +86 130 53560368

**Hengdeli Group Ltd.**, Zhongbai Plaza, 223 West Shengli Rd., Weicheng District, Weifang 261000, +86 536 5600605

**Hengdeli Group Ltd.**, Zibo Commercial Building, 125 Jinjing Ave., Zhangdian District, Zibo 255000, +86 188 53331790

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**Jinzhou XinHaiYuan**, 30-52, Zone C, Wuhan Street, Jinzhou

**Jinzhou XinHaiYuan**, QianSheng Shopping Mall, 24 Shanghai Rd., Linghe District, Jinzhou

**Liaoning HengJia Watch Co. Ltd.**, Chaoyang Wada Plaza, Huanghe Rd., Shuangta District, Chaoyang, +86 421 2817878

**Nahaoyuan Company Ltd.**, 1003 Wan Da Plaza, East Xin Cheng Rd., Xishuangbanna Autonomous Region, JingHong 666100

**Nahaoyuan Company Ltd.**, Yangguangyuecheng Yami Star, Simao District, Pu'er 665000, +86 138 88187499

**Nahaoyuan Company Ltd.**, Yuxi Xintiandi, Yuxi, +86 21 63502052

**Oriental Watch Holdings Ltd.**, KoreaTown Outlet, 5 Yuesheng Rd., Changyang Town, Fangshan District, Beijing 102400

**Oriental Watch Holdings Ltd.**, KoreaTown, Capital Outlet, 1 Lian Xing Rd., Wanning City 571500

**Oriental Watch Holdings Ltd.**, Shanghai Friendship Mall, 7250 Humin Rd.,

Minhang District, Shanghai 201102, +86 21 34532022

**Prime Time Beijing HDL New World Customer Service Centre**, 3 Chongwenmenwai St., Beijing 100062, +86 10 6525 6100

**Prime Time Shanghai Golden Bell Customer Service Centre**, Golden Bell Plaza, 98 Huaihai Rd., Shanghai 200021, +86 21 6023 2525

**Prime Time Shanghai Watch & Clock Customer Service Centre**, 34 Yandang Rd., Shanghai 200020, +86 21 6384 5283

**Shandong Linyi Hengdeli**, Lin Yi Hengdeli, 71 Jiefang Rd. Central Section, Lanshan District, Linyi 276000, +86 0539 8202669

**Shanghai Sanlian Group**, Zhong Lian Mall, 340-372 West Nanjing Rd., Huangpu District, Shanghai 200001, +86 21 63502052

**Xinyu Elegant Beijing HDL WFJ Customer Service Centre**, Danyao Plaza, 172 Wangfujing St., Beijing 100006, +86 10 6525 0406

**Bucherer Hong Kong Ltd.**, Times Tower, 391-407 Jaffe Rd., Wanchai, Hong Kong, +852 2815 1968

**Carol's Watch**, Mirador Mansion, 54-56B Nathan Rd., Tsimshashui, Kowloon, Hong Kong, +852 2311 1433, carols.com.hk

**Carol's Watch**, Golden Glory Mansion, 16 Carnarvon Rd., Tsimshashui, Kowloon, Hong Kong, +852 2366 0221, carols.com.hk

**Hong Kong Hengdeli Customer Service Centre**, Lippo Sun Plaza, 28 Canton Rd., TST, Hong Kong, +852 2959 3389, cs@hengdeli.com.hk

**Hong Kong Outlet**, West 9 Zone of Florient Rise, 38 Cherry St., Tai Kok Tsui, Kowloon, Hong Kong, +852 2278 3603

**King's Watch Co. Ltd.**, 49 Queen's Rd., Central, Central, Hong Kong, +852 2522 3469, kingswatch.com.hk

**La Suisse Watch Co. Ltd.**, 719 Nathan Rd., Mongkok, Kowloon, Hong Kong, +852 2394 1692

**Oriental Watch Co. Ltd.**, 100 Queen's Rd. Central, Central, Hong Kong, +852 3470 0009, orientalwatch.com

**Oriental Watch Co. Ltd.**, 133 Des Voeux Rd. Central, Central, Hong Kong, +852 2545 0927, orientalwatch.com

**Oriental Watch Co. Ltd.**, Kowloon Building, 555 Nathan Rd., Yau Ma Tei, Kowloon, Hong Kong, +852 2384 8103, orientalwatch.com

**Prince Jewellery & Watch Co.**, 16 Kai Chiu Rd., Causeway Bay, Hong Kong, +852 2895 6688, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, 49-50 Haiphong Rd., Tsimshashui, Kowloon, Hong Kong, +852 2367 8871, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, 58 Russell St., Causeway Bay, Hong Kong +852 2776 0688, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, 98 Castle Peak Rd., Yuen Long, New Territories, Hong Kong, +852 2702 6311, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Bo Yip Building, 10 Peking Rd., Tsimshashui, Kowloon, Hong Kong, +852 2369 2123, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Gateway Arcade, Harbour City, Tsimshashui, Kowloon, Hong Kong, +852 2311 1878, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Landmark North, 39 Lung Sum Avenue, Shek Wu Hui, Sheung Shui, New Territories, Hong Kong, +852 2323 2308, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, MOKO, 193 Prince Edward Rd. West, Mongkok, Kowloon, Hong Kong, +852 2366 7313, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Prestige Tower, 23-25 Nathan Rd., Tsimshashui, Kowloon, Hong Kong, +852 2739 2333, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Prince Tower, 12A Peking Rd., Tsimshashui,

Kowloon, Hong Kong, +852 2369 1178, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Ocean Centre, 3-27 Canton Rd., Tsimshashui, Kowloon, Hong Kong, +852 2736 6636, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Ocean Terminal, 3-27 Canton Rd., Tsimshashui, Kowloon, Hong Kong, +852 2311 4432, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, V City, 83 Heung Sze Wui Rd., Tuen Mun, New Territories, Hong Kong, +852 2362 0213, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Yoho Mall I, 9 Long Yat Rd., Yuen Long, New Territories, Hong Kong, +852 2566 6180, princejewellerywatch.com

**Prince Jewellery & Watch Co.**, Yuen Long Plaza, Yuen Long, New Territories, Hong Kong, +852 2793 0020, princejewellerywatch.com

**The Grand Mall**, Kwun Tong Harbour Plaza, 182 Wai Yip St., Kwun Tong, Kowloon, Hong Kong, +852 2122 9696

**Tung Hing Watch Co. Ltd.**, 617-619 Nathan Rd., Mongkok, Kowloon, Hong Kong, +852 2994 0008

**Tycoon City**, New Mandarin Plaza, 14 Science Museum Rd., Tsimshashui, Kowloon, Hong Kong, +852 3963 9100

**Oriental Watch Co. Ltd.**, The Macau Square, 47-53 Avn. di Infante D. Henrique, Macau, +853 2871 7323, orientalwatch.com

**Xu Xing Long Watch Ltd.**, 345/R/C Avn. de Almeida Ribeiro, Macau, +853 2835 7081

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**Ethos Service Centre**, The Touchstone Annexe, 1 Bowring Hospital Rd., Shivajinagar, 560001 Bangalore, +91 802 206 7782, ethoswatches.com

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**Ethos Summit**, Select City Walk, District Centre Saket, 110017 New Delhi, +91 114 058 8700, ethoswatches.com

**Ethos Summit**, Elante Mall, Industrial & Business Park, Phase 1, 160002 Chandigarh, +91 172 466 3008/4008, ethoswatches.com

**Ethos Summit**, Palladium Mall, High Street Phoenix, 462 Senapati Bapat Marg, Lower Parel, 400013 Mumbai, +91 226 615 130 89, ethoswatches.com

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**Ethos Swiss Watch Studios**, Inorbit Mall Ethos, Survey 64, 500081 Hyderabad, +91 404 020 2881/82, ethoswatches.com

**Ethos Swiss Watch Studios**, Inorbit Mind Space Malad (W), 400064 Mumbai, +91 226 640 6991/92, ethoswatches.com

**Ethos Watch Boutiques**, Oberoi Mall, Western Express Highway, Goregaon East, 400063 Mumbai, +91 224 974 1762

**Platinum Time Services**, West View, Veer Savarkar Marg, Prabhadevi, 400025 Mumbai, +91 222 421 5544

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**Bucherer Japan**, 8F Millennium Tsukiji, 2-15-19 Tsukiji, Chuo ku, 104 0045 Tokyo, +81 3 6226 4650

**Entetsu Department Store**, 7F, 320-2 Sunayama cho, Naka ku, 430 8588 Hamamatsu, +81 53 457 0001, endepa.com

**Fukuoka Tenjin ten Daimaru**, East Bldg. 4F, 1-4-1 Tenjin, Chuo ku, 810 8717 Fukuoka, +81 92 712 8181, daimaru.co.jp

**Fukuya Hacchobori ten**, 7F, 6-26 Ebisu cho, Naka ku, 730 0021 Hiroshima, +81 82 246 6111, fukuya-dept.co.jp

**Hidaka Honten Pro Shop**, 3-4-6 Tachibanadorihigashi, 880 0805 Miyazaki, +81 985 26 1102, hidakahonten.jp

**Ikebukuro Seibu**, 6F, 1-28-1 Minamiikebukuro, Toshima ku, 171 8569 Tokyo, +81 3 3981 0111, sogo-seibu.jp/ikebukuro

**Ikebukuro Tobu**, 6F, 1-1-25 Nishiikebukuro, Toshima ku, 171 8512 Tokyo, +81 3 3981 2211, tobu-dept.jp/ikebukuro

**Jewelry & Watch Watanabe**, 17-9 Wakamatsu cho, 680 8601 Hakodate, +81 138 23 4111, watanabe-honten.com

**Jewelry/Watch Boutique IKEDA Plus**, 1-22 Higashi Senbacho, 770 0911 Tokushima, +81 88 678 3080, ikd-grp.com

**Kamine Toaroad**, 3-1-22 Sannomiya cho, Chuo ku, 650 0021 Kobe, +81 78 321 0039, kamine.co.jp

**Kijinkan**, 1F, 2-7-10 Nipponbashi, Chuo ku, 542 0073 Osaka, +81 66 636 6630, kijinkan.co.jp

**Kochi Daimaru**, East Bldg. 3F, 1-6-1, Obiya machi, 780 0841 Kochi, +81 88 822 5111, kochi-daimaru.co.jp

**Kokura Izutsuya**, 6F, 1-1 Senbamachi, Kokurakita ku, 802 0007 Kitakyushu, +81 93 522 3111, izutsuya.co.jp

**Kyoto Takashimaya**, 5F, 52 Nishiiru Shincho, Shinjo Kawaramachi, Shimogyo ku, 600 8520 Kyoto, +81 75 221 8811, takashimaya.co.jp

**Matsuzakaya Nagoya ten**, 3-16-1 Sakae, Naka ku, 460 8430 Nagoya, +81 52 264 2689, matsuzakaya.co.jp

**Nihombashi Takashimaya Watch Maison**, 3-1-8 Nihombashi, Chuo ku, 103 0027 Tokyo, +81 3 3211 4111, watch.takashimaya.co.jp

**Odakyu Shinjuku**, 5F, 1-1-3, Nishishinjuku, Shinjuku ku, 160 8001 Tokyo, +81 3 3342 1111, odakyu-dept.co.jp

**Okayama Tenmaya**, 3F, 2-1-1 Omotemachi, Kita ku, 700 8625 Okayama, +81 86 231 7111, tenmaya.co.jp

**Okayama Takashimaya**, 7F, 6-4-0 Honmachi, Kita ku, 700 0901 Okayama, +81 86 232 1111, takashimaya.co.jp/okayama

**Okazaki Seibu**, 3F, 38-5, Tosaki cho, aza, Toyama, 444 8710 Okazaki, +81 564 59 3149, sogo-seibu.jp/okazaki

**Osaka Takashimaya Watch Maison**, 5-1-5 Namba, Chuo ku, 542 8510 Osaka, +81 6 6631 1101, takashimaya.co.jp

**Ryubo**, 5F, 1-1-1 Kumoji, 900 0015 Naha, +81 98 867 8644, ryubo.jp

**Saikaya Fujisawa**, 5F, 555 Fujisawa, 251 8558 Fujisawa, +81 466 27 1111

**Seibu PISA Watch & Jewelry Salon**, The Prince Park Tower Tokyo 1F, 4-8-1, Shibakoen, Minato ku, 105 0011 Tokyo, +81 3 5400 0717, chino-j.co.jp

**Shinsaibashi Daimaru**, North Bldg. 12F, 1-7-1 Shinsaibashisuji, Chuo ku, 542 8501 Osaka, +81 6 6271 1231, daimaru.co.jp

**Sun Motoyama**, 2F, 6-6-7 Ginza, Chuo ku, 104 0061 Tokyo, +81 3 3573 0003, sunmotoyama.co.jp

**Tokyo Daimaru**, 10F, 1-9-1 Marunouchi, Chiyoda ku, 100 6701 Tokyo, +81 3 3212 8011, daimaru.co.jp

# PATRAVI

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## SCUBATEC

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Carl F. Bucherer's home town is the inspiration behind this striking variant of the Patravi ScubaTec. The successful diving watch features a colour combination that is pure Lucerne, with the case gleaming in warm 18-karat red gold and the dial in vibrant blue. The latter is the main shade on the city's municipal coat, as well as the colour of Lake Lucerne on a beautiful summer day. A city shaped by Baroque influences, Lucerne is also characterised by gold, just like Carl F. Bucherer.



**Stand-out feature**  
With its automatic helium outlet valve, the Patravi ScubaTec is water-resistant to a depth of 500m, making it the perfect diving instrument.

**Tottori Daimaru**, 4F, 2-151 Imacho, 680 8601 Tottori, +81 857 25 211, daimaru-tottori.co.jp

**Yamaguchi Izutsuya**, 3F, 3-3 Nakaichi cho, 753 0086 Yamaguchi, +81 83 925 5513, izutsuya.co.jp

### TAIWAN

**Basel Watch Gallery**, 16, Ln. 35, Jihu Rd., Neihu, 114 Taipei, +886 2 2659 2330

**Carl F. Bucherer Taiwan Ltd.**, 10F-6, 150, Fu Hsing N. Rd., Taipei, +886 2 8772 0122

**Century Watch Co.**, 6, Ln. 180, Sec. 6, Minquan E. Rd., Neihu, 114 Taipei, +886 2 7743 7988

**Ever Rich D.F.S. Corporation**, Duty Free Plaza Kinmen, 198, Sec. 2, Taihu Rd., Jinhu Township, 891 Kinmen County, +886 82 322 733, everrich-group.com.tw

**Ever Rich D.F.S. Corporation**, Duty Free Plaza, 129, Jinzhuang Rd., Neihu, 114 Taipei, +886 2 8792 3999, everrich-group.com.tw

**Ever Rich D.F.S. Corporation**, Taoyuan International Airport, 9, Hangzhan S. Rd., Dayuan Township, 337 Taoyuan City, +886 3 398 3497, everrich-group.com.tw

**Formosa 06**, 115, Dayong Rd., Yancheng, 803 Kaohsiung, +886 7 551 8156

**Formosa 11**, 171, Zhongzheng Rd., West Central, 700 Tainan, +886 6 225 3184

**Jin Shih Tang Watch Co.**, 310, Zhongshan Rd. North, 300 Hsinchu, +886 3 525 8188

**Jing Guang Tang Watches Co.**, Chungyo Dept Store, 2F, Bldg. B, 161, Sec.3, Sanmin Rd. North, 404 Taichung, +886 4 2223 4621

**Jing Guang Tang Watches Co.**, 239, Zhongyang Rd, East Dist., 300 Hsinchu, +886 3 515 2279, vpd.com.tw

**Jing Guang Tang Watches Co.**, 322, Sec. 3, Taiwan Blvd, Xitun Dist., 407 Taichung, +886 4 2313 7755, vpd.com.tw

**Jing Guang Tang Watches Co.**, 459, Sec. 2, Taiwan Blvd., Xitun Dist., 407 Taichung, +886 4 2328 2211, vpd.com.tw

**Kin Kong Watch Co.**, 432, Linsen N. Rd., Zhongshan, 104 Taipei, +886 2 2560 1530

**King's Sign Watch Co. Ltd.**, Poh Ei Shop, 33, Bo ai Rd., Zhongzheng, 100 Taipei, +886 2 2312 2772, kingsignwatch.com

**King's Sign Watch Co. Ltd.**, Zhongxiao Shop, 235, Sec. 4 Zhongxiao E. Rd., Da an, 106 Taipei, +886 2 2751 9866, kingsignwatch.com

**Pao Yee Watch Co.**, 51, Nanmen St., Banqiao, 220 New Taipei, +886 2 2968 8069

**Shi Mei Chai Watch Co.**, 151, Sec.1, Meicun Rd. West, 403 Taichung, +886 4 2310 8981

**Tasa Meng**, Taoyuan International Airport, 9, Hangzhan S. Rd., Dayuan Township, 337 Taoyuan City, +886 3 3383 3133

**Tien Yen Tai Optical Watch Co. Ltd.**, 202, Zhongzheng Rd., Fengyuan, 420 Taichung, +886 4 2525 0428

**Time Watch Enterprise Co.**, 2F, 152, Jiankang Rd., Songshan, 105 Taipei, +886 2 7706 9880

**Vincent Paul**, 659, Mingshui Rd., Zhongshan Dist., 104 Taipei, +886 2 2533 6016, vpd.com.tw

**Yuan Henry Watch Co.**, 742, Dadun Rd., Nantun, 408 Taichung, +886 4 2323 1166

**Yung Hsin Watch Co.**, 28, Sec. 1, Zhongcheng Rd., Shilin, 111 Taipei, +886 2 8866 1975

**Yung Hsin Watch Co.**, 99, Tongde 6th St., Taoyuan Dist., 330 Taoyuan City, +886 3 316 0002

### MIDDLE EAST

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**Khane Saat**, Andarzgoo Blvd., Gheytarieh, 1938736963 Tehran, Iran, +98 2122674015, khane-saat.com

**Shahre Saat**, Armitaj Mall, Hafte tir Blvd., 9178184646 Mashhad, Iran, +98 5138400652, khane-saat.com

**Shahre Saat**, Corner of S. Aban Avenue & Karimkhan St., 1598744146 Tehran, Iran, +98 2188901721, khane-saat.com

**Watch House**, Al Wahat Centre, Hay Al Andous St., 657 Tripoli, Libya, +218 913728096

**Muscat Watch Centre**, Bareeq Al Shatti Shopping Centre, Al Shatti, Muscat, Oman, +968 950 46 623, muscatwatchcentre.com

**Rivoli**, P.O. Box 16903, Doha, Qatar, +974 4487 3240

**Rivoli Doha City Centre**, Westbay Area, Doha, Qatar, +974 4483 3679, rivoligroup.com

**Rivoli Prestige**, Doha City Centre, 4th St., Doha, Qatar, rivoligroup.com

**King's Royal DFS Trading Company Limited (Dubai)**, Rivoli Group LLC, P.O. Box 121, H Office Tower, 1, Sheikh Zayed Rd., Dubai, UAE, +971 4 376 5000

**Rivoli**, P.O. Box 121, Dubai, UAE, +971 4 211 4600

**Rivoli**, P.O. Box 3406, Abu Dhabi, UAE, +971 2 418 7900

**Rivoli Burjuman Center**, Burjuman Center, Dubai, UAE, +971 4 355 5191, rivoligroup.com

**Rivoli Dubai Mall**, Sheikh Zayed Rd., Dubai, UAE, +971 4 339 8496, rivoligroup.com

**Rivoli Mall of the Emirates**, Mall of the Emirates, Al Barsha, Dubai, UAE, +971 4 341 3121, rivoligroup.com

**Rivoli Prestige Burj Al Arab**, Burj Al Arab Hotel, Dubai, UAE, +971 4 3487281, rivoligroup.com

**Rivoli Prestige The Galleria**, The Galleria Mall, Sowwah Square, Al Maryah Island, Abu Dhabi, UAE, +971 2 643 2204, rivoligroup.com

**Rivoli Prestige Zabeel Saray**, Zabeel Saray Hotel, The Palm Jumeirah, Crescent Rd. (West), Dubai, UAE, +971 4 450 8019, rivoligroup.com

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**Swiss Watch Service Centre Pty Ltd.**, 343 Little Collins St., 3000 Melbourne, Australia, +61 3 9670 3884

### EUROPE & SCANDINAVIA

**Bucherer**, Kärtnerstrasse 2, 1010 Vienna, Austria, +43 151 26730, bucherer.com

**Kruzik Uhren-Juwelen**, Universitätsplatz 8, 5020 Salzburg, Austria, +43 662 842150, uhrenkruzikat

# MANERO FLYBACK

Inspired by Carl F. Bucherer models from the 1960s and 1970s, the latest Manero Flyback brings retro style to the fore. The striking chronograph with flyback function makes bold use of colour with a deep black dial gleaming with a sunburst finish, silver-coloured totalizers and accents of red. The retro style continues with the golden-brown kudu-leather strap, which has a soft suede finish. This new timepiece shares the typical Manero family design with a diameter of 43mm, in line with current trends.



## Stand-out feature

The caliber of the Manero Flyback is the highly complex CFB 1970 chronograph, which can be admired through the see-through sapphire-crystal case back.

**De Witte**, Rue au Beurre 22, 1000 Brussels, Belgium, +32 2 512 85 85, pdewitte.be

**De Witte**, Rue de l'Église 153, 1150 Brussels, Belgium, +32 2 771 58 77, pdewitte.be

**Altman**, Prešovská 338/2, 30100 Pilsen, Czech Republic, +420 377 911 232, altman.cz

**Isabella Shop**, Lazenska 24, 36001 Karlovy Vary, Czech Republic, +420 353 234 618, isabella-kv.cz

**Bucherer**, Illum, Østergade 52, 1001 Copenhagen, Denmark, bucherer.com

**Ajaton**, Kasarmikatu 46-48, Helsinki, Finland, +358 407730610

**Bucherer**, 12 Boulevard des Capucines, 75009 Paris, France, +33 170 991888, bucherer.com

**Faraday**, 7 Rue du Grenier Saint-Lazare, 75003 Paris, France, +33 142 778998

**Paris Look**, 16 Boulevard Haussman, 75009 Paris, France, +33 158 186130, paris-look.com

**Apollo**, Schwangauer Strasse 1a, 87645 Schwangau, Germany, +49 8362 9242970

**Bucherer**, Friedrichstrasse 176-179, 10117 Berlin, Germany, +49 30 20 41 049, bucherer.com

**Bucherer**, Kurfürstendamm 45, 10719 Berlin, Germany, +49 30 88 04 030, bucherer.com

**Bucherer**, Königsallee 26, 40212 Düsseldorf, Germany, +49 211 32 80 83, bucherer.com

**Bucherer**, Kaiserstrasse 1, 60311 Frankfurt, Germany, +49 69 13 88 20, bucherer.com

**Bucherer**, Jungfernstieg 25, 20354 Hamburg, Germany, +49 40 34 34 67, bucherer.com

**Bucherer**, Alsterhaus, Jungfernstieg 16-20, 20354 Hamburg, Germany, bucherer.com

**Bucherer**, Neuhauser Strasse 2, 80331 Munich, Germany, +49 89 29 82 83, bucherer.com

**Bucherer**, Palais an der Oper, Residenzstrasse 2, 80333 Munich, Germany, +49 89 23 88 54 60, bucherer.com

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**Drubba Moments**, Seestrassen 39, 79822 Titisee-Neustadt, Germany, +49 7651 9812 631, drubbamoments.de

**German Style Jeweler**, Thomas-Wimmer-Ring 1, 80539 Munich, Germany, +49 89 23249289, gs-jeweler.com

**Juwelier Kühn**, Kaiser-Joseph-Strasse 211, 79098 Freiburg, Germany, +49 761 33810, juwelier-kuehn.de

**Juwelier Rödiger**, Sack 3, 38100 Braunschweig, Germany, +49 531 43 474, juwelier-roediger.de

**Juwelier von Hofen**, Königstrasse 42, 70173 Stuttgart, Germany, +49 711 29 09 88, vonhofen.com

**Chrono Hellas Ltd.**, Delos Ora, 6 Voukourestiou St., Syntagma, 80333 Athens, Greece, +30 210 36 29 832

**Chrono Hellas Ltd.**, 18 Petraki St., Syntagma, 10563 Athens, Greece, +30 210 36 29 832

**Appleby Jewellers**, 5/6 Johnson's Court, Grafton St., Dublin 2, Ireland, +353 1679 9572, appleby.ie

**Pisa Orologeria**, Via Pietro Verri 7, 20121 Milan, Italy, +39 02 762081, pisaorologeria.com

**GIS s.r.l.**, Via Giuseppe Zanardelli 23, Piazza Navona, 00186 Rome, Italy, +39 06 68 64 716

**Toricado**, 6/1 Stefan cel Mare Str., 2001 Chisinau, Moldova, +373 22 54 52 31

**Coster Diamonds**, Paulus Potterstraat 2, 1071 CZ Amsterdam, Netherlands, +31 20 305 5555, costerdiamonds.com

**Gassan Schiphol**, Schiphol Airport, Vertrekpassage 214, 118 AV Amsterdam, Netherlands, +31 20 405 99 20, gassan.com

**Veerman Juwelen**, Lindenlaan 28, 1271 BA Huizen, Netherlands, +31 35 523 0958, veermanjuwelen.nl

**Urmaker Thv. Thorbjornsen**, Nytorget 12, 4013 Stavanger, Norway, +47 900 70 268, urmaker.no

**Freyja Oslo AS - Urmaker Wessel**, Tordenskiolds Gate 7a, 0160 Oslo, Norway, +47 96045646

**Galeria Wroclavia**, Ul. Sucha 1, 50-086 Wroclaw, Poland

**Jubitom**, Galeria Baltycka, Ul. Grunwaldzka 141, 80-264 Gdansk, Poland, +48 667 707 715, jubitom.com

**Jubitom**, Katowice Silesia City Center, Ul. Chorzowska 107, 40 101, Katowice, Poland, +48 667 778 092, jubitom.com

**Jubitom**, Bonarka City Center, Ul. Kamienskigo 11, 30 644 Krakow, Poland, +48 667 778 330, jubitom.com

**Jubitom**, C.H. Posnania, Ul. Pleszewska 1, 61-136, Poznan, Poland, +48 667 778 001, jubitom.com

**Jubitom**, C.H. Arkadia, Ul. Jana Pawła II 82, 00-175 Warszawa, Poland, +48 667 671 703, jubitom.com

**Jubitom**, Galeria Mokotow, Ul. Woloska 12, 02-675 Warszawa, Poland, +48 667 778 331, jubitom.com

**Bijuteria GIA**, Iulius Mall, str. A. Demetriade 1, 300088 Timisoara, Romania, +40 256 210003

**El Corte Inglés de Alicante**, Avn. Federico Soto 1, 03003 Alicante, Spain, +34 96 592 50 01, elcorteingles.es

**El Corte Inglés de Princesa**, Calle de la Princesa 56, 28008 Madrid, Spain, +34 91 418 88 00, elcorteingles.es

**El Corte Inglés de Serrano**, Calle Serrano 47, 28001 Madrid, Spain, +34 91 432 54 90, elcorteingles.es

**El Corte Inglés Ramón Areces**, S/N Puerto Banús, 29660 Marbella, Spain, elcorteingles.es

**El Corte Inglés Sanchinarro**, Calle Margarita de Parma 1, 28050 Madrid, Spain, +34 913848200

**Joyería Fernández**, Calle Brocense 19, 37002 Salamanca, Spain, +34 923 210127, joyeriafernandez.es

**Joyería Nicol's**, José Ortega y Gasset 11, 28006 Madrid, Spain, +34 91 577 6663

# MANERO PERIPHERAL

The Manero Peripheral family, first launched in 2016, is growing. The latest addition houses the CFB A2050 caliber in a more spacious frame – the new 43mm version, which offers an alternative to the collection's existing 40.6mm models. Even with its larger diameter, the Manero Peripheral has retained its exquisite proportions: its painstakingly crafted dial features appliquéd wedge-shaped indices that have grown proportionately to the case, as has the minute hand.



**Stand-out feature**  
The new colour combination complements the warm tone of the rose gold watch case with a light brown alligator-leather strap.

**Paris Look Barcelona**, Carrer de Casp 33a, 08010 Barcelona, Spain, +34 938 29 93 36

**Santi Pamies**, Calle Raval de Jesús 50, 43201 Reus, Spain, +34 977 330697

**Serviwatch**, Calle de Cavanilles 5, 28007 Madrid, Spain, +34 91 444 80 20

**Tagore**, 172 Main St., GX11 1AA Gibraltar, Spain, +350 200 78505

**Fredmans Ur AB**, Strandvägen 17, 11456 Stockholm, Sweden, +46 8 667 44 66, fredmansur.se

**DD Foreign Trade Ltd.**, Hüsrev Gereade Cad. 52/1, 34365 Teşvikiye, Istanbul, Turkey, +90 212 327 2550

**Bucherer Covent Garden**, North Piazza, WC2E 8HD London, UK, +44 20 7952 2040, thewatchgallery.com

**Bucherer Selfridges**, 400 Oxford St., W1A 1AB London, UK, +44 20 7318 3830, selfridges.com

**Bucherer Westfield London**, Ariel Way, White City, W12 7GD London, UK, +44 20 7292 1245

**Swisstec**, Stonebridge House, Main Rd., Hawkwell, SS5 4JH Hockley, Essex, UK, +44 1702 543800, swisstec.co.uk

**Basel Gallery**, 29 Saksaganskogo St., Kiev, Ukraine, +38 44 287 60 83

**Noblesse Gallery**, 55 Karla Marksa Ave., Dnipropetrovsk, Ukraine, +38 56 789 80 19, noblesse.com.ua

**Noblesse Gallery**, 73/75 Sums'ka St., Kharkiv, Ukraine, +38 57 702 13 00, noblesse.com.ua

**Noblesse Gallery**, 2 Chervonoarmiy's'ka St., Kiev, Ukraine, +38 44 234 19 32, noblesse.com.ua

**Noblesse Gallery**, Sady Peremogy Shopping Gallery, 10th Kvitnya Square, Odessa, Ukraine, +38 48 785 37 35, noblesse.com.ua

**Noblesse Gallery**, 22a Zhukovskogo St., Odessa, Ukraine, +38 48 716 87 94, noblesse.com.ua

**Noblesse Gallery**, 234 Lenina Ave., Zaporizhyya, Ukraine, +38 61 222 00 81, noblesse.com.ua

**Noblesse Watches & Jewellery**, 1 Dorogozhitskaya St., 04119 Kiev, Ukraine, +38 044 537 53 75

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**Makros Boutique**, TC Vavilon, Ulyanovskaya 18, 443001 Samara, +7 846 278 4233

**Mir Chasov**, Yarag's'kogo St. 71, 367003 Makhachkala, +7 8722 615 737

**Rich Time Group**, Smolensky Passage, Smolenskaya Square 3, 121099 Moscow, +7 495 419 9060, carl-f-bucherer.com

**Salon Image**, Vorov's'kogo St. 4, 354000 Sochi, +7 862 266 5482

**Savoy**, Mira St. 14, 357500 Pyatigorsk, +7 879 33 35588

**Status**, Liteinyi Ave. 27, 191028 St. Petersburg, +7 812 327 2500

**Status**, Bolshoy Ave. PS 60, 199178 St. Petersburg, +7 812 232 3978

**Sterh**, TC Forum, Frunze Ave. 90, 634061 Tomsk, +7 3822 550 111

**Studia Vremeni**, TC Hermes Plaza, Malysheva St.16, 620014 Yekaterinburg, +7 343 257 0225

**Studia Vremeni**, Radischeva St. 10, 620014 Yekaterinburg, +7 343 356 0491

**Studia Vremeni**, Hohryakova St. 21, 620014 Yekaterinburg, +7 343 376 5497

**Svetoch**, Lenina St. 76, 183038 Murmansk, +7 8152 456 397

**Time Hall**, TRC Rio, Oktyabr's'koy Revolutsii St. 362, 140400 Kolomna, +7 8498 616 9818

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**Bucherer**, Quai du Mont Blanc 1, 1201 Geneva, +41 22 732 31 18, bucherer.com

**Bucherer**, Rue de Bourg 1, 1002 Lausanne, +41 21 312 36 12, bucherer.com

**Bucherer**, Piazza Grande, 6600 Locarno, +41 91 751 86 48, bucherer.com

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**Bucherer**, Via Nassa 56, 6900 Lugano, +41 91 923 14 24, bucherer.com

**Bucherer**, Multergasse 15, 9004 St. Gallen, +41 71 222 02 22, bucherer.com

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**Bucherer**, Airport Airside Center, 8060 Zurich, +41 44 800 85 40, bucherer.com

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**Carl F. Bucherer Boutique**, Höhweg 39-45, 3800 Interlaken, +41 33 826 02 02, bucherer.com

**Kurz**, Freie Strasse 39, 4001 Basel, +41 61 269 60 60, kurzschmuckuhren.ch

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**Kurz**, 11 Rue de la Confédération, 1204 Geneva, +41 22 311 70 76, kurzschmuckuhren.ch

**Kurz**, Weggisgasse 25, 6004 Lucerne, +41 41 419 40 20, kurzschmuckuhren.ch

**Kurz**, Glattzentrum, Neue Winterthurerstrasse 99, 8301 Wallisellen, +41 43 233 30 50, kurzschmuckuhren.ch

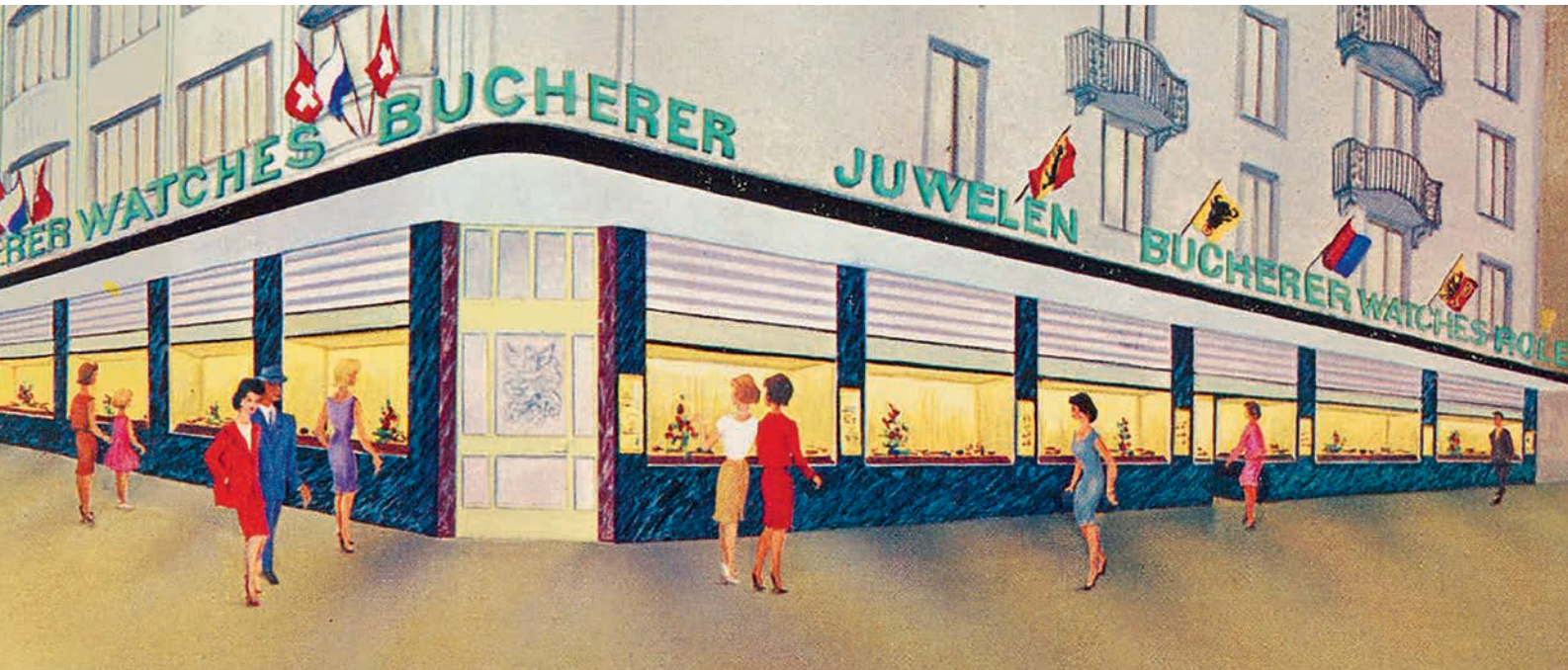
**Kurz**, Bahnhofstrasse 80, 8001 Zurich, +41 44 211 25 77, kurzschmuckuhren.ch

**Swiss Lion**, Mountain Station Titlis, 6030 Engelberg, +41 41 372 10 90, swisslion.ch

**Swiss Lion**, Mountain Station Pilatus, 6010 Kriens, +41 41 888 00 88, swisslion.com

**Swiss Lion**, Löwenplatz 11, 6004 Lucerne, +41 41 410 61 81, swisslion.ch

## TURN BACK TIME THE 1960s – 1970s



### *The free-spirited era of flower power and festivals was a fruitful time for the house of Bucherer*

The 1960s were a decade of student movements, hippies and the race to the Moon. Skirts got shorter, suits became slimmer and the world seemed a more vibrant place. In the watchmaking industry, new machine and manufacturing tools were introduced, and individual parts could be assembled later without readjustment. Business flourished for Bucherer, with new stores opening all over Switzerland.

Following the takeover of Credos SA – a Swiss company that specialised in the assembly of precision chronometers – the company continued to grow. And by 1968, about 150,000 pieces had left the facility, putting the house of Bucherer among the top three Swiss chronometer manufacturers.

More change was to come. At the end of the decade, in 1969, a Swiss consortium including the Bucherer company presented the first mass-produced electronic quartz wristwatch caliber: the revolutionary Beta 21 quartz movement. Driven by electric motors or solenoids, quartz timepieces



**Clockwise, from top** Bucherer thrived in the 1960s; a bracelet watch in 18-karat gold, 1963; social change led to far-out fashion



are more precise, have significantly more power reserve capabilities and are less sensitive to jolts. And they arrived just in time for the disco decade that was about to hit the dance floor.

The 1970s are remembered fondly for glitter, flares and outlandish hairdos, but the era that saw quartz watches become a mass-produced commodity also witnessed mechanical watches become a niche market. The Swiss watchmaking industry faced a crisis. But staying true to the entrepreneurial spirit of Carl Friedrich proved the secret to success.

The location on Schwanenplatz became too small, and the business moved to new headquarters in the Schönbühl area of Lucerne in 1973. Following the death of Carl's son Ernst, Carl's grandson Jörg G. Bucherer took over the reins. With a new member of the family at the helm, the company, as always, looked to the future, but to this day it has never forgotten its roots. [carl-f-bucherer.com](http://carl-f-bucherer.com)



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