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A WORLD
WATCH TOUR



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Editorial

WANDERLUST

BY PIERRE AND SERGE MAILLARD



When we hear the word 'cinema,' most of us immediately think of American films – and yet it was the French Lumière brothers who invented cinema in Lyon, in 1895. Similarly, 'watchmaking' conjures up images of Swiss watches, despite the fact that the first mechanical watches probably emerged in the Nuremberg region between the 15th and 16th centuries.

It wasn't until much later that Switzerland became synonymous with watchmaking, after Germany, France and England. But, as with all seemingly invincible empires, the wheel of history turns, often in unexpected ways.

We're not suggesting that Switzerland's watchmaking dominance – qualitatively speaking – is about to crumble, but its pre-eminence may not be as eternal as the people of Geneva, Biel or La Chaux-de-Fonds like to believe. Just as many wonderful films are made outside Hollywood, many beautiful and fascinating watches are crafted outside Switzerland. They may not be blockbusters yet, who knows what the future holds?

And that's why we're inviting you on a world tour, to meet watchmakers who are practising their art, plying their trade, inventing, innovating and blazing new trails from Helsinki to Shenzhen, Chicago to Bangalore and Manila to Milan.

In this issue, while continuing to celebrate the finest of Swiss watchmaking, we're also indulging our wanderlust. Interestingly, the industry's most prestigious accolade, the GPHG's Aiguille d'Or, was recently awarded to a Swiss brand founded by an American in 19th-century Schaffhausen. He, too, had a penchant for exploration, and nearly two centuries later, his curiosity is still being rewarded.

When our ancestor Hugo Buchser established our publishing house in 1927, he already had extensive travel experience from his watchmaking ventures, particularly in India and Egypt. Our first editions were printed in Argentina and then Brazil. Clearly, wanderlust is in our blood. Bon voyage! ♦

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on a world tour from
Helsinki to Shenzhen,
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GALLERY - A WORLD WATCH TOUR

TYPSIM 🇺🇸

Typsim is an American brand founded in 2013 in the Northwestern Pacific region by Dominique Falla, an independent graphic designer and illustrator, a.k.a 'Lady Boss'. She and her team create rugged, affordable watches for everyday wear. This year they launched the Time Traveler, a GMT of their own. The calibre is based on a modified Sellita SW330-2 and the watch provides two time zones read on two separate 12-hour hands. The primary, or home time, is set on the lumed hands, which also control the date function. The second skeletonised hour hand indicates the independently jumpable secondary or local time, adjustable with crown position 2. It's a different, very Typsim-like interpretation of the GMT function, where home is the most important place. The case is 36 mm for a perfect genderless fit, and water resistant to 100 m for true versatility. The 7.7-link stainless steel bracelet gives a dressy feel to the timepiece, which comes with three dial options: black gilt, silver-white and champagne. \$\$



NOMOS 🇩🇪

The German brand born in 1990 is known for its minimalistic design and no-nonsense approach to in-house watch manufacture. Its new Tangente 2date model breaks new ground for the brand: innovation for the sake of innovation, without a functional purpose. How? It has two date displays, each indicating the same date. To the obvious question, "Why?" the brand answers enigmatically, "Because we can." The conversation has been opened. In any case, this genderless 37.5 mm timepiece in stainless steel offers the usual sleek Bauhaus-inspired design with a white or deep blue dial. The real novelty is the DUW 4601 calibre with its sunbeam ribbed finish, the latest development of the patented Nomos Swing System. It boasts 52 hours of power reserve, the usual stop-second function and a rapid date adjustment. Very helpful when you have two displays to set. \$\$



VENEZIANICO 🇮🇹

Venezianico is a young Italian brand born in 2017 in Venice from the vision of two brothers, Alberto and Alessandro Morelli, who love watches, design and the beauty of their hometown. For 2024, the Morelli brothers have reinterpreted the Nereide, their signature diver, with a neoclassical motif inspired by acanthus leaves, a symbol of harmony and purity. The 316L steel case is crafted using an ancient artisanal technique that adds depth and a three-dimensional effect. Ink is subsequently applied by hand to the engravings, highlighting the contrast and giving the design depth. The delicate Renaissance-inspired motifs cover the entire case, including the lugs, buckle and unidirectional rotating bezel. This 42 mm Nereide Acquaforce is powered by a Miyota 9039 automatic calibre and is water resistant to 20 ATM. \$

RAKETA 🇷🇺

The brand was launched in 1961 in homage to Yuri Gagarin, the first man in space. The Big Zero collection is probably their best known work with its minimalistic design and oversized numerals at 3, 6 and 9 o'clock, capped by a big 0 at 12 o'clock. It now comes with an Arabic numeral dial design that retains the famous 0 and adds oriental Arabic numerals at the 3, 6 and 9 positions. It also bears the Raketa logo in Arabic characters, created by Mohammad Sharaf, a renowned calligrapher. The 40 mm stainless steel watch is water resistant to 100 m and offers 40 hours of power reserve. The transparent case back reveals the Raketa automatic movement, entirely designed and manufactured at the Raketa Watch Factory in St. Petersburg, as well as the red rotor intricately decorated with Neva waves. This first series is limited to 100 timepieces. \$\$



TIMEX 🇺🇸

To celebrate its 170th anniversary this year, Timex is pushing the boundaries of affordable watchmaking to the limit by releasing 1,000 limited-edition Waterbury watches for just \$1! Yes, you read that correctly: ONE DOLLAR. It commemorates Timex's iconic Yankee pocket watch - their first timepiece, sold for \$1 and known as "the watch that made the dollar famous". The watch displays a glossy ice white dial, the official 170th anniversary edition logo, 3D lacquered roman numeral markers and a double window at 3 o'clock for the weekday and the date. The solid caseback is decorated with vertical brushing and engraved with a commemoration of this special moment in Timex's and the world's watchmaking history. It doesn't get more affordable than this! \$



CARL SUCHY & SÖHNE 🇦🇹

This historic Austrian brand worn by Emperor Franz Josef and Sigmund Freud, was relaunched in 2017. In 2023 the modern and elegant Belvedere collection was launched to immediate acclaim. This year, the brand has unveiled a new iteration in the collection: the Belvedere Titan - sporty with its titanium case, yet elegant thanks to a matt finish. The gold-plated central hand of the small seconds contrasts beautifully against the grey dial. The timepiece retains the collection's signature date display: a unique moving date window that advances day by day on a rotating central disc, creating a subtle motion on the face of the watch. It is powered by the CSS201 automatic movement designed by renowned Swiss master watchmaker Marc Jenni specifically for the Belvedere collection, based on a Dubois Depraz DB90000. It has a micro-engraved gold-plated rotor, depicting the famous Belvedere Palace in the heart of Vienna. The 40.8 mm watch is water resistant to 100 m. \$\$\$

\$ less than 1,000 \$\$ 1,000 to 5,000 \$\$\$ 5,000 to 10,000 \$\$\$\$ >10,000

HIGHLIGHTS

This section gives our partners the opportunity to introduce their latest developments. Exclusive timepieces, legends of watchmaking and disruptive models showcase a variety of designs, techniques and concepts. In a nutshell, this section offers a glimpse into the incredible creativity of the watch industry.

HIGHLIGHT
Partner content

RAKETA COPERNICUS

A POETIC INTERPRETATION OF THE COSMOS

Raketa presents a new version of its well-known Copernicus, initially developed in 1965. The dial is made of aventurine, a stone that looks like a starry sky, while the Sun is represented in the centre with a circle of agate.

This model takes us back to the origins of time telling by looking at the celestial bodies, as our ancestors did. To read the time, you will need to watch the planet-shaped hands move and identify their positions relative to the Sun and to each other, as you enjoy this incredible cosmic dance against myriad sparkling stars in the background. The idea behind the initial Raketa Copernicus design, back in the 1960s, was that the larger circle (the minute hand) would symbolise the Earth and the smaller circle (the hour hand) Jupiter. These two planets were chosen because the Earth revolves around the Sun in 1 year, and Jupiter in 12 years, which is the same speed ratio as for the minute and hour hands (taking 1 hour and 12 hours, respectively, to revolve around the dial).

Price: €2,200 | www.raketa.com

