



Exclusive Asian Premieres and Launches

A Journey Through Time is the ideal stage in Asia for the launch of the world's latest creations and innovations in haute horlogerie and jewellery. Among exclusive premieres that will be showcased for the first time in Asia at A Journey Through Time this year include:

- **Armand Nicolet – J09 timepiece**

The J09 is the last line to join the Armand Nicolet family. Conceived to create a product featuring the best characteristics of traditional Swiss mechanical watches with the best quality-price ratio, the result is a collection of extraordinary value and stunning aesthetics. The choices in regards to design and dimensions were made in order to create a timepiece with an outstanding appearance while avoiding any aesthetical exaggeration.

These watches are extremely comfortable and versatile due to their shape which was designed to be timeless yet with an innovative look. The J09 is now available with the Day & Date complication where the Day and the Date windows have been positioned in a new original spot in order to get a better readability and outlook Armand Nicolet.

- **Audemars Piguet – Millenary Carbon One Tourbillon Chronograph**

The Millenary Carbon One has emerged straight from Audemars Piguet's cutting-edge research laboratory. This special development unit combines the finest talents – engineers, designers and watchmakers – from both of the company's production sites in Le Brassus and Le Locle. Its mission consists in exploring advanced technical paths in order to ensure 100% in-house conception, prototype creation and production of exclusive movements that are a perfect match for their exterior.

The Millenary Carbon One, a limited series of 120 watches, has just emerged from this hotbed of creativity. It is freely inspired by motor sports and their extraordinary ultra-light high-performance speed machines, while adopting the oval shape of the Millenary as a spectacular playground. Its key strengths include a three-dimensional design, innovative materials, and a 100% proprietary movement equipped with a tourbillon, a chronograph and a 10-day power reserve.

- **Bedat & Co – Novelties 2010 Collection**

Bedat & Co is enriching its N°2 and N°8 lines with models embodying a graphic design reminiscent of jewellery. These oval and round models come in a choice of two appealing sizes design to adorn feminine wrists. The new N°2 stems from the graphic interplay of two ellipses. This exquisitely comfortable and dainty watch measures 26.5 mm in diameter in the ref. 227 version, and 36.5 mm in the larger but equally delicate ref. 228 variation.

Worn on a steel mesh bracelet or a hand-sewn alligator leather strap, the 827 and 828 models epitomise active elegance. The timeless touch of diamonds enhances the dial, bezel, crown guard or the entire case. Special care is devoted to the case-backs which are engraved with a decorative border and curved for enhanced comfort.

- **Boucheron – Tourbillon Shéhérazade timepiece**

The Tourbillon Shéhérazade watch is sensual, poetic, and very opulent. It is the work of a passionate jeweller, which emanates intense charm that aesthetes are sure to appreciate as an expression of oriental extravagance. Every little detail - from the tourbillon carriage formed of foliage partly set with diamonds, to the intricate paving of the dial - invites the beholder to yield to the Arabian Nights' delights.

- **Carrera Y Carrera – Palacios del Sur timepiece**

For 2010, Carrera Y Carrera adheres to its philosophy of creating truly precious pieces imbued with the emotional significance every great jewel should possess. With its new collection Palacios del Sur (Palaces of the South), the

company's creative team has once again been inspired by its Hispanic roots, paying tribute to the architecture of southern Spain and the exotic flavor of other cultures fused with Spanish culture. This mixture of styles is apparent in each of the jewels that make up this collection, an authentic expression of detailed and exhaustive workmanship in gold and precious stones.

- **Cecil Purnell – CP3800 and CP3888**

The fruit of work carried out by the Magma micro-manufacture team in Geneva under watchmaker Cédric Grandperret, the CP 3800 – from the CP 3000 calibre series – is above all an aesthetic triumph with its black nickel finish and hallmark elegance. Production draws on the manufacturing tradition of Geneva and the Vaud/Jura regions, and is 100% Swiss. The movement has 187 components and, with its 60-hour power-reserve, the CP 3800 was originally destined for hour-minute models, then for the famous Cecil Purnell regulator.

Next in the family of CP3800 calibres, developed with the watchmaker Cedric Grandperret within reputed micro-manufacture Magma in Geneva, Cecil Purnell has now added a newborn, CP 3888. The resulting mechanical masterpiece dressed in black gold, maintaining the finest "peaufinée" finishes, emanates as an expression of a timeless aesthetic that marks the exclusive classic models the brand has to offer. The arrival of the Calibre 3888 bolsters the brand dedicated exclusively to Tourbillons in its mastery of complications. The lifting of the dial, reveals the black gold finishes on a mechanism transcended.

- **Davidoff – Very Zino Collection**

In the spirit and philosophy of Zino Davidoff – the renowned gentleman and enthusiast of quality and craftsmanship - the DAVIDOFF timepieces will once again return to the eye of the public at the prestigious A Journey Through Time IV, at Starhill Gallery from 2 – 11 December 2010. With much pride and passion, DAVIDOFF will unveil its latest novelties to the trademark, the "Very Zino Navigator" and the "Very Zino Champion", alongside their existing exclusive range of timepieces. The Navigator and the Champion, two new watch collections which were presented at the Basel World Fair 2010, are inspired by the sentiments of dynamism, power and agility, made for men who appreciate masculinity in their timepieces.

- **Fendi – Crazy Carats Watch**

The first of its kind, the polished stainless steel case has two crowns; one for adjusting the time, the other for rotating the index gem stones. **CRAZY CARATS** has a patented, truly unique mechanism which allows a woman to change the gemstones on her watch simply by turning the crown. Three different settings for three distinctive gemstone color stories, using diamonds, rubies, sapphires and multi-colored topaz. Bezels adorned with Top Wesselton VVS quality diamonds is also an option. Accompanied by a supple polished stainless steel bracelet and FF logo butterfly deployant buckle.

- **Franc Vila – Baselworld 2010 Collection**

FRANC VILA FV EVOS 8Ch "Cobra" & FRANC VILA FV EVOS N° 1 "Cobra" - The FRANC VILA "Cobra" collection introduced the first evolution of the characteristic "esprit unique" watchcase. The new case is dedicated to aficionados of extreme sports. Built to withstand 300 meters deep, the "Cobra" timepieces are specially conceived for hard and intense water activities. The carbon fiber inserts ensure the protection of the watch for the most exigent sports.

FRANC VILA FVa35 SuperSonico 5--Minute Repeater SuperLigero Concept (Limited Edition 88 pieces) - The common element in all the timepieces introduced under the SuperLigero concept is the use of Lightnium, an aluminium-lithium based alloy used in state of the art aeronautical engineering. It's main characteristics are lightness combined with high-tensile strength, allowing structural weight reduction and an increase in the elastic modulus performance. These characteristics allow for the development of very robust movements like the FV N° 6 skeleton tourbillon or the FV N° Cuatro SuperLigero chronograph tourbillon. In new FVa35 SuperSo--nico 5 Minutes Repeater SuperLigero Concept this advanced material brings furthermore a very important virtue regarding the sonority of the minute repetition. The FVa35 is a very sporty repeater in which the use of Lightnium enhance its sound performance.

FRANC VILA FVt28 Jumping Hours Automatique "Ivy Edition" - The new "Tribute" collection introduces the first FRANC VILA ladies watch, in which Mr. Vila faced the challenge of designing a feminine collection for sophisticated women with strong character. This Franc Vila "esprit unique" Timepiece is equipped with the automatic FV28 calibre which features "jumping hours" function.

- **Graham – Tourbillon Trackmaster Chromium**

The Trackmaster line of the pioneering automatic column-wheel Chronograph- Tourbillon has been imagined to pay tribute to the brands' passion for dynamism, performance and boldness. This exceptional timepiece features a very unique and innovative Tourbillon specifically engineered for a "sports" chronograph function-watch assembled on a "tyre effect" strap.

- **Hautlence – New Philosophy Collection (HLc and HLq)**

HLq – q for Quantième

Inspired by the architecture of shapes, the new HLQ line demonstrates in form and mechanical function the extent to which company's avant-garde creativity is constantly brought into play.

HLc – c for Circular – Classical – Customizable

Since its inception, the HAUTLENCE brand, based in the heart of Neuchâtel, has set its sights on creating innovative watchmaking concepts and bringing them together with art, sometime's contemporary or classical. Inspired by the HLQ, the HLC is a reduction of shape to a classical execution in the perfect dimension of 41mm diameter for 9mm thick. By playing on the repetition of circles right down to the arched sections reserved for reading the minutes, the round HLC remodels its dial with the cerebral pleasure of knowing that its geometry is making an allusion to the repetitive nature of infinity.

- **Jaeger-LeCoultre – Master Grande Tradition a Grand Complication**

With the new Grand Complication watch in the Master Grand Tradition series, Jaeger- LeCoultre again demonstrates its attachment to its horological roots as well as its drive to bring watch making in line with the latest in research and development. The watch incorporates three complications that elegantly mingle homological history with cutting edge technology: a minute repeater, a flying tourbillon and a zodiac calendar – each a highly regarded complication of its own right and all constructed according to the latest of watch making standards and combined through the romantic soul given by true horologists, whose work is deeply rooted in their art.

- **Jendela KL – Art of Fashion Exhibition**

Positioned as a platform for upcoming artists, Art of Fashion - a CSR (Corporate Social Responsibility) program exposes local talent to diverse audiences with special showcases since its inception in December 2008. Jendela KL's passion for innovation has stirred the direction of its CSR programme and also embedded in its company's core brand motivation and direction. The installation will see sculptor Tania Sierra, bag designer Sasha Rowena and accessories designer cum artist Bremen Wong taking centre stage in the spirit of celebrating artistic endeavors.

- **Maurice Lacroix – Limited Edition Masterpiece Régulateur Roue Carrée**

Powered by the ML 153 Manufacture movement, the timepiece draws its inspiration from traditional regulator watches to show off its engineering to better effect. But it is neither the central minutes hand nor the small seconds indicated at 6 o'clock that grabs your attention. An incredible exercise in style combined with technological prowess, the hours display is surprising in more than one respect. Hours are indicated by a square wheel with geometrical openwork. A world first in the history of watchmaking.

- **Mouawad – World Premier Collection of haute joaillerie**

- **Mühle Glasshütte**

***Antaria** - Antares, the brightest star in the Scorpio constellation provides the name for a new, classically designed family of watches by Mühle-Glashütte. The four Antaria models do the name proud: of shining design, the silky shimmering faces are available in the colours anthracite or opaline silver – while the mechanisms with their fine graining and high-quality mechanical parts set accents.*

***S.A.R Flieger-Chronograph** - The S.A.R. Flieger-Chronograph was developed in collaboration with the rescue pilots from the German Navy. They were looking for a robust chronograph with an easy-to-read display which included a function for calculating flight speeds. It meets these requirements thanks to its extremely reliable fine regulation and specially designed chronograph functions with a highlighted 10-second scale.*

***Teutonia II Quadrant Chronograph** - Absolute clearness of display, reliability and precision – watches by Mühle-Glashütte are bound by tradition to these three nautical virtues. This is already reflected in the name of the new watch, Teutonia II Quadrant Chronograph. For the word quadrant in marine navigation designates an area which is given by the ship's position and the system of coordinates used.*

- **Omega**

Moonwatch Moonphase - The OMEGA Speedmaster Professional Moonphase features a blackened aventurine dial with applied indexes. Aventurine is a type of glass produced by adding metal oxide during the formation process, forming crystals which are particularly shiny and reflective. The moonphase disc is also made of aventurine and the moonphases themselves are fashioned from mother-of-pearl. The date hand is located just above the moonphase indicator.

Constellation '09 Co-Axial Small Seconds

Aqua Terra XXL Small Seconds Red Gold Limited Edition - The OMEGA Seamaster Aqua Terra XXL Small Seconds watch is a perfect blend of the aesthetic values of a classic wristwatch and innovative contemporary watchmaking technology. This special Aqua Terra earns its XXL designation – it has a bold 49.2 mm case. It is offered in two versions, one in 18 Ct orange gold and the other in rugged stainless steel.

- **Rebellion – Predator and T-1000**

Launched in 2008, Rebellion is a young and audacious independent Swiss high-end watch brand, based in Lonay, on the shores of Lake Geneva. Rebellion's timepieces are crafted in extremely limited quantities, with precision-engineered cases and exclusive movements. All of Rebellion's research, development and production take place in Switzerland, where the very highest standards are both demanded and obtained. Rebellion blends highly sophisticated technical know-how, including high-tech precision lasers, with an uncompromising approach to quality.

- **Richard Mille**

RM010 Sepang Edition

RM019 Ladies Tourbillon - The first and most striking feature of this new creation is the diamond studded celtic knot that traverses and weaves itself over and through various parts of the movement, connecting and joining winding barrel, power reserve indicator and tourbillon in an endless cycle. The hour and minute hands are striking in their asymmetrical placement within the flowing lines of this celtic knot pattern.

RM021 Tourbillon Wristwatch "Aerodyne" - A watch that takes its place at the center of everything 21st century watchmaking is all about. The numeric composition of this model number is not just a coincidence, it is a statement. The model number reflects those first two landmark models, as well as the number of our present century. It also marks the entrance of the theme of air, space and supersonic speed to the brand's imagery and inspiration.

RM022 Tourbillon Aerodyne Dual Time Zone - the new RM 022 communicates space and supersonic speed that inspire the brand since 2001. However this Tourbillon has another attribute in that it is the first watch to combine a dual time zone with an external structure in titanium combined with orthorhombic* titanium aluminides and carbon nanofibres.

- **Robergé – Limited Edition timepiece**

This watch is a brand new marketed (novelty) watch which was launched by the Mouawad Group in 2010. Totally manufactured in Switzerland in "Limited Edition" series for each type of used metal. 40 pieces worldwide per metal used.

- **Roger Dubuis – Excalibur Collection**

The new Excalibur collection has become more virile, its high-tech movements more visible, and its style more modern. In 2005, the ROGER DUBUIS Manufacture took the watch world by storm with the presentation of a highly unusual model that was as virile as it was original, the EXCALIBUR. With the EXCALIBUR collection, the young watch company proved that "value is not a question of years", further evidence of the astonishing symbiosis that characterises the Brand, a masterful combination of ancestral watchmaking savoir-faire and a boldly modern style.

- **Romain Jerome – Moon Invader Collection**

RJ transcends the legend with its new collection: Moon Invader amplifies the emotions of the epic lunar saga. Four decades after Apollo 11, the Moon has colonised our imagination far more than we have colonised it. The Moon is in us. It is ours. It was, is and will be the first step in our future conquest of the solar system, taking us towards Mars and the asteroids, before we change star. The Moon is our secret code. The adventure is relaunched with Moon Invader: a reality that is stronger than fiction.

- **TW Steel**

Renault F1 Team Collection - The TW Steel Renault F1 Team Collection celebrates two separate and highly distinctive design platforms. The four-model 'Renault F1 Team Pilot' executions are based on Renault's early association with the aviation industry and specifically the origins of the first oversized watches. A stylish modern design with big bold numbers, these watches emulate the function of the first Pilot models – offering greater visibility no matter the circumstances.

Tech Collection - The latest TECH executions from TW Steel feature a stylish blend of rugged, industrial looks with the familiar high-end finish associated with 'The Watch in Steel'. The seven new models, available in 45mm and 48mm editions, feature the use of top-grade stainless steel and a unique construction that connects the bezel to the case back by using pillars and engine screws.

- **Valbray – V01**

The V.01 Chrono Achromatic is a double watch: pure and monochrome when the obturation system is close, contrasted by the black colour when it's open. The side sculpted and the shining chamfers give to the watch a very sensual and identifiable design. His unique appearance is also given by the choice of different materials, coatings and finishing. This watch is the union of a strict engineering and a carefully produced design research.

- **Van Cleef & Arpels – Lady Arpels Pont des Amoureux**

On a dial of contre-jour enamelling, **Le Pont des Amoureux** timepiece sets the scene for two lovers who mark the time as their romantic stroll brings them closer and closer, until they finally meet. Moving to a retrograde movement, each character advances towards the other until midnight: they come together at last, celebrating their eternal love. This timepiece is launch in 2010.

New Brands

- **Louis Moinet**

Meteoris - A unique objet d'art, METEORIS unites the most legendary meteorites and depicts the solar system in truly spectacular fashion. METEORIS is composed of four tourbillons and a new form of planetarium.

Time Explorer & "Jurassic" Tourbillon – Time Explorer is a "time-travelling machine" measuring three metres long and two metres high. It is made in mahogany wood and its "engine-room" features counters, controls, levers, gear trains, as well as copper and brass pipes. Time Explorer also serves as a showcase for the first watch in a series of 12: the JURASSIC Tourbillon. Its dial features an authentic fossilised dinosaur bone believed to be 150 million years old. The quality and veining of this precious historical testimony are described as exceptional and have undergone a meticulous process of hand-craftsmanship dedicated to cutting up and highlighting the bone without damaging it.

- **Speake-Marin**

After qualifying as a watchmaker in his native England, Peter Speake-Marin honed his skills restoring fine antique timepieces. He then moved to Switzerland to augment his watchmaking education at the world-renowned WOSTEP School in Neuchâtel. That led to a position developing complications at Renaud & Papi and in his spare time he designed and crafted his first watch: a tourbillon pocket watch. In 2000 Peter established his own atelier in the picturesque lakeside village of Rolle (between Geneva and Lausanne) where he designs and develops wristwatches of timeless quality.

- **Zeitwinkel**

Zeitwinkel is independent of corporate affiliation and strives to maintain credibility and quality in every situation. Accordingly, it was decided very early on to develop own solutions for movement and product design. The brand-name Zeitwinkel stands for endurance and visionary acting, with the goal of resource conservation. Even three years after the project start, the founders desire to express dedication and optimism with a Zeitwinkel watch, rather than standing out through glamour and marketing, has lost none of its priority.