

CHRONOGRAPH  
by Giuliano Mazzuolo



BLACK F1 by Vogard



C1 CHRONOGRAPH  
by Concord



of the balance. Thus, the mobile carriage is an integral part of the gear train. In a carrousel, the mobile carriage is not on the same line and is carried by a separate wheel. When this gearing is disconnected and the carriage stops turning, the watch continues, however, to function, contrary to a tourbillon, which is 'interdependent'.

To stop this Byzantine quarrel, Blancpain called upon Vincent Calabrese, a great defender of carrouseis that he considers "technically superior to other tourbillons", even if the two serve the same function of compensation. "To make a carrousel," declared Vincent Calabrese, "is more difficult than to make a tourbillon. The number of component parts is greater and the calculations are more difficult because it is, in fact, a differential." To visually distinguish between them, it is necessary to look at the seconds wheel, which is fixed in a tourbillon (the escape-ment turns around it), while it is movable in a carrousel. (One of the only existing carrouseis currently available is the Freak watch developed by Ludwig Oechslin for Ulysse Nardin.) We will speak more about this next year when Blancpain introduces its Carrousel, which will be presented in an automatic version. No doubt, a lot of ink will be used by the experts on discussing this as well.

But furthermore, Blancpain presented a complete renovation of its Fifty Fathom collection, the first modern diver's watch, created in 1953. An undeniable success, it proposes a whole series of 'professional' watches that are both sporty and extremely elegant and refined. They also feature water-resistance to 300 metres,

anti-magnetic properties, robust screw-in case backs, fabric and rubber bracelets, and flyback chronograph models that can be activated under water.

### The gentrification of the sports watch

This 'gentrification' of the sports watch (in this regard, see the article by Keith Strandberg in this issue) is one of the major trends of the 2007 Shows. We think of King Rolex, of course, with its new model, Yacht-Master II (see the article by Malcolm Lakin) that made a great impression – and that will soon become the Must in the world's yachting clubs – but we also think of the road cleared by some independents, such as that of Vogard. For four years now, Michael Vogt has been developing, refining, and diversifying his line of travel watches, that allows the time zone to be changed by a simple rotation of the bezel. Another feature, the 24 zones display of Daylight Saving times. New this year is the Supertraveller model that indicates the time in 36 cities. Increasing the number of special time-pieces for golfers, pilots, or for this year, the titanium and carbon fibre 'Black F1' which displays the F1 circuits around the world, Vogard is also proposing an extraordinary range of bracelets including one carved in exceptional rubber.

Another example of a 'small' brand following its own road with dogged determination is the designer Giuliano Mazzuolo and his very successful Manometro, that was presented at the Show in a Chronographic version. With decentralized pushbuttons on the left and a crown at 2

o'clock, it offers clear reading and ergonomic ease in use that is rarely achieved. Soon, we will be able to discover his latest creation, Contagiri, with winding taking place on the bezel.

### Genetic transformations

Contrary to preceding years, the re-launches from scratch (not to be confused with launches of new brands) were not too numerous this year. We noticed the 180-degree turn taken by Concord. The brand will celebrate its 100th anniversary in 2008, and the Movado Group (the owner of Concord for the last 30 years) has decided, after the success of Ebel's 'return to the roots', to concentrate on this brand. "The message was diluted. There was no united corporate identity because Concord differed from one market to another. To sum it up, Concord had become, little by little, an empty shell," stated the ambitious Vincent Périard, the 'geneticist' of the brand who was named to the top spot in 2006 (he also created the company Brand DNA after a stint in the communication division of Audemars Piguet).

In less than ten months, the new team had redone everything: the visual identity, the stand at BaselWorld, the packaging, marketing, and...the product. The slogan sums up the state of mind: 'The watch. Reconstructed'. Launched with a series of teasers, the C1 begins with 24 models. It was presented as the first step in the reconstruction in progress. It evokes a work of engineers that defines their territory: design, strength, and daring, all coming together to meet "a high qualitative demand." It is an