



The "Moon phases" watch by Goldpfeil Genève draws its inspiration from the Regulator clocks of yesteryears, used in watchmaking workshops as a master clock to which the others clocks and watches were set. To give the required accuracy, Regulators featured a centre minute hand and an off-centred hour hand moving over a separate subdial. The superb brand-exclusive blued steel hands, and the hand-stitched sand-coloured alligator strap with its captivating buckle, together convey love of fine craftsmanship, a signature feature of Goldpfeil Genève.



The "Pupitre" Watch by Goldpfeil Genève is distinguished by an original choice based on a distinctive vision of the cycle of time: midnight is shown at the bottom of the dial, so that when the gold arrow points towards the date window, the date jumps at midnight. Between 6 a.m. and noon, the movement of the sunrise is replicated on the dial; and finally, when the gold arrow points

upwards, the sun is at high noon. Moreover, this is one of the first watches in the world to feature an hour hand longer than the minute hand. To enhance legibility, the minute track is actually printed under the watch crystal, allowing one to read off the minute just as accurately even when it passes over the hour hand. Coupled with a hand-sewn alligator leather strap in a warm shade of orange, complete with an original eye-catching buckle, this is a watch to take you from sunrise to sunset, and round again!



The "Jumping hours" watch by Goldpfeil Genève displays time in a new light. Instead of the traditional centre hour and minute hands sweeping round a graduated dial, an aperture at 12 o'clock reveals the hours, another at 6 o'clock the date, and a round disc carrying the brand-emblem blue arrow points to the minutes. In this subtle play on



geometrical shapes and symmetry, the customary dial watch face is replaced by the entire solid gold case itself, serving as a dial. Finely crafted from matt alligator leather, the new hand-stitched dove-grey strap is a perfect match for the white gold of the case and contrasts beautifully with the pink dial apertures. In keeping with the Goldpfeil Genève tradition, it is fitted with a buckle

exclusive to this watch design and echoing the fluted pattern around the case side.

This is without doubt a watch for individualists who like to view time from an original angle.





Junghans looks back with satisfaction on an important and successful year in its history. The continued German market leadership, brand re-launch, introduction of a new collection and introduction of a new and unique radio-controlled movement underline the continued strength of Junghans brand.

Radio-controlled watches made Junghans well known all over the world, making it synonymous with radio-controlled technology inspiring the company's engineers to keep pushing technological boundaries with the

development of new, still more improved movements. The latest success was the introduction of a radio-controlled movement, that works with transmitters located in some of the world's most important regions: North America, Japan, South Korea, China's East Coast and Europe. This unique multi-frequency radio-controlled movement is designed for international markets and offers maximum comfort and convenience, especially to travelers between these regions as it shows the precise local time when it is within the local transmitter range.



Even though Junghans is number one in radio-controlled watch worldwide market and a German market leader, Junghans repositioned the brand last year. The repositioning result is watch collection segmentation into style groups to reflect the way of life, the attitudes and values of our customers to enable each customer to find the watch that best reflects his/hers personality. This new Junghans style group concept is unique in the watch



industry and is capable of meeting the ever-changing market demands by strengthening the brand's emotional appearance and by

offering a more concise range to the retailers to the complete satisfaction of their customers. Along with the new segmentation, Junghans' new Corporate Design "IT'S MY TIME" places Junghans as more personal and more emotionally closer to the customers. These new concepts were presented at the Inhorgenta Europe 2004 trade fair in Munich and BaselWorld 2004, generating tremendous customer response .

Junghans with these promising new concepts and its technological power is uniquely positioned to meet the challenges of the coming years.





2004 saw Carrera celebrating the European Football Championships by introducing in Basel Fair watches designed under Carrera label by Murat Yakin, the star of Basel Football Club. This introduction received much media attention as the collection is limited to 504 pieces where the 5 stands for Murat's Swiss National Team player number while 04 commemorates the year of the Championship. The dial features only the 5 – again in reminiscence of his player's number.

The watch is Swiss Made with an automatic movement and is a classic masculine design with Murat's name on the side and his signature on the glass caseback.

For its regular collection, Carrera kicked in the season with sensationally well-timed fashion highlights. Within



the increasingly important accessories segment of lifestyle watches, Carrera has again taken pole position with a smart mix of outstanding designs and fashion-minded elegance. Four new collection lines promise a high quality experience for individuals seeking that extra touch.



The new ladies line of Carrera's 2004 collection shows that the Tonneau shape is back in fashion. The collection comes with glamorous stones, cool dials with metallic finishing and in trendy colours of brown, cream, green and red.







Esprit Timewear celebrated its 10th anniversary in 2004. In the past ten successful and trend setting years, Esprit Timewear influenced and shaped the International fashion watch industry by constant innovations, re-inventing and re-invigorating the brand and not only meeting but also leading the ever-changing consumer tastes.

The 10th anniversary saw Esprit Timewear continuing its trendsetting pace by introducing an eye catching innovative collection that projects a perfect blend of casual leisure, feminine elegance and cool masculinity. This Spring/Summer collection merges the proven with the new and exciting into a harmonious whole.

The season highlights include a new stunning cross watch. While cross is nothing new to the jewellery trade, it is a stylish watch design innovation. This cross collection comes in 5 different models; some with metal wristbands and others with leather straps.

To meet the demands of Esprit Timewear loving kids, the Spring/Summer collection includes a fun, cool new children's line featuring dragons and puppies in many bright colours. While for the more grown-ups discerning youngsters, Esprit Timewear introduced the Junior line - a boys sportily designed and robustly build collection with "Ranger", "Moose" and "Campfire" and a girls trendy and fashionable styled collection "Ellybelle" and "Heart".



pierre cardin



Pierre Cardin watches are something truly special. Not only do they bear the name and the artistic signature of one of the most famous haute-couture designers of all time but also the quality of materials and technical standards used emphasize the extravagance.

French elegance complemented by charming details underline the collection's unique style. Classic and modern fusion guarantees lasting beauty with just the right touch of trendy accents while the precision movements measure



time reliably without having to bow to short-lived fashion trends. Last but certainly not the least, only the carefully selected materials such as stainless steel with galvanic coating for added protection, sapphire and mineral glass for casings, are used to give the memorable and lasting experience that Pierre Cardin is famous for.

The collections comprise ladies and a gents line with few unisex models. Some models are also available as chronographs with additional functions. The collection's size guarantees that there are models for every taste and price range.

The international collection now distributed to more than fifty countries continues to enjoy a reputation of style and excellence, added to by each new collection.



