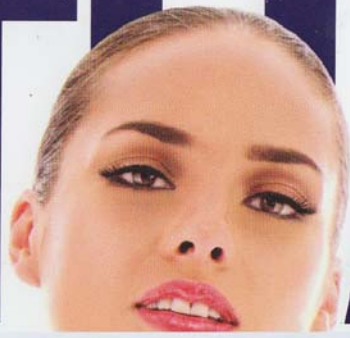


GOTHAM



MOST WANTED WATCH OUT

The 18k rose-gold **Harry Winston Ladies Avenue** watch (\$33,600) features 1.85 carats of pink and white diamonds. 718 Fifth Ave., 212-245-2000; harrywinston.com



Rose Red

Shades of pink bedeck a watch trio.
by *Roberta Naas*

From **Hublot**, this **Big Bang Black Rose** watch (\$21,900) comes with a black ceramic case and white-gold PVD bezel with pink sapphires and has a pink rubber strap with crocodile stitched on top (BELOW LEFT).
Cellini, 509 Madison Ave., 212-888-0505; hublot.com

This **Bertolucci Volta** watch (\$26,000) in 18k rose gold is set with 80 diamonds and 140 pink sapphires on the dial (BELOW RIGHT).
Kenjo, 40 W. 57th St., 212-333-7220; bertolucci-watches.com



Jaeger LeCoultre Master Memovox International (\$11,350)

TIME CHECK

Rudy Albers, president of Wempe Jewelers, gives his take on the current state of the watch world.

LAST YEAR WAS a challenging one for every watch brand, but in particular for those operating in the luxury sector. Not only because disposable incomes were down, but because the overall atmosphere called for restraint.

Now that the economic outlook is improving, consumers are again feeding their luxury-timepiece cravings, putting quality, heritage and craftsmanship in high demand. Gone are the days of frivolous consumption when cheap movements and cases carried a fancy dial, a fancy name and a fantasy price tag. Customers today have become far more selective, favoring timepieces by long-established manufacturers with proven track records, solid histories and serious commitments to service (the new Patek Philippe ladies chronograph or the Rolex Datejust 41mm, for instance). After all, what good is it if the company that created your watch disappears by the time it needs service?

At the end of January, I visited the 20th annual Geneva Salon International de la Haute Horlogerie (SIHH) and saw firsthand the models of interest for the year ahead: the ultrathin Vacheron Constantin Historique 1955; the Jaeger LeCoultre Master Memovox International; the A. Lange & Söhne Lange 1 Daymatic; and the sleek Panerai Radiomir in pink gold, powered by the new in-house caliber movement. Wempe, 700 Fifth Ave., 212-397-9000



RIGHT, FROM TOP: A. Lange & Söhne Lange 1 Daymatic (\$37,700); Rolex Datejust 41mm (\$7,525)

PHOTOGRAPHS BY HORST NEUFFER (HUBLOT); CLAUDE JORAY (JAEGER LECOULTRE)