

Watch Club

WATCH TRENDS, INSIGHTS AND NEW RELEASES FROM THE EXPERTS AT WIXON JEWELERS

PANERAI SPOTLIGHT: PAM600

COMPLICATED CARILLON

Officine Panerai sought inspiration for their newest exclusive creation from their own history and the nautical tradition of marking the passage of time by a ship's bell. In the maritime environment, the striking of a bell played an essential part of life on board: it served to rouse the crew in the morning, to summon the sailors for meals and to indicate the end of each watch. It was also used to warn of danger, to convene an assembly or to indicate the presence of the ship to others when visibility was restricted by fog. These traditions are beautifully embodied by the special tones and chimes of Panerai's new and exceptional Special Edition timepiece, the Radiomir 1940 Minute Repeater Carillon Tourbillon GMT.

A MASTERFUL MOVEMENT

The result of four years of research and development in Panerai's state-of-the-art manufacture, the PAM600 is the most complicated timepiece ever created by Officine Panerai. For this timepiece, Panerai developed the P.2005/MR, a hand-wound movement with a remarkable tourbillon regulator that is perpendicularly mounted and rotates every 30 seconds for remarkable precision. The movement can be admired from both the front and the back of the watch thanks to the sophisticated work of skeletonization, which is also helpful to enhance the acoustic performance of the repeater.

CHIMING TIME

The PAM600 features a decimal repeater, which works similar to a minute repeater but it will chime the number of ten-minute intervals rather than quarter hours. Utilizing three hammers instead of the usual two hammers found in most repeaters, three different sounds are combined so that the carillon can play a melody like that of a bell. Even more impressive, the repeater function is a dual repeater that can be activated for both local time and a second time zone, enabling it to chime the hours and minutes for two different time zones. The quality of the sound propagated by the minute repeater is further enhanced by the material and construction of the 49mm red gold case. Soldered together by two halves, the case's construction enables empty spaces inside the case to be optimized for quality acoustics and a harmonious tone from the repeater.

MADE-TO-ORDER

Created as a special edition, this timepiece is made-to-order and can be customized for our clients. Panerai has anticipated the possibility of personalization, which includes not only the choice of strap, but also the hands or other aesthetic elements. The Radiomir 1940 Minute Repeater Carillon Tourbillon GMT is unlike any other Panerai we've seen, and with the opportunity for customization, your timepiece can truly be one-of-a-kind. ♦



IT'S WATCH SEASON!

It's that time of year again; the Watch Fair is just around the corner! One of our biggest events of the year, the Watch Fair brings together some of the top Swiss watch brands under one roof to showcase expanded collections of their most sought after timepieces. Additionally, clients have the unrivaled experience of seeing prototype timepieces and extremely rare, unreleased models. A highly anticipated event amongst avid watch aficionados and casual wearers alike, the Watch Fair is the next best thing to attending Baselworld. With these expanded collections and special event pricing, it's the best time of year to buy a watch!



— EXCLUSIVE 2-DAY ONLY EVENT —

WATCH FAIR

OCTOBER 28 & 29
FRIDAY 10AM-7PM • SATURDAY 10AM-6PM

EVENT DETAILS AT:
WIXONJEWELERS.COM/WATCH-FAIR

TIME IS PRECIOUS, MAKE THE MOST OF IT

More than simply an accessory, your watch is an extension of you that bears witness to life's most important moments. This treasure that accompanied your cherished memories together will someday join him as he creates his own story. No matter what he encounters, you'll always be with him... right up his sleeve.

EXPANDED COLLECTIONS

Be the first to shop the latest designs and limited edition pieces! We will be showcasing expanded collections of watches from the world's most celebrated brands including Rolex, Patek Philippe, Jaeger LeCoultre and more! You'd have to travel around the country to see the enhanced collections displayed at our Watch Fair. With such an impressive selection of distinct brands, we truly feel there is a watch for every personality.

SPECIAL EVENT PRICING & INTEREST FREE FINANCING

Take advantage of special event pricing for these two days only. It's the best time of year to buy a watch! Enjoy up to twelve months interest free financing on qualifying purchases. Leave your money in the bank and use ours!

TRADING IN YOUR OLD WATCH

Freshen up your collection by trading in your old watch towards the watch of your dreams! We'll give you the best value for your watch—out with the old and in with the new. Or maybe it's time to pass that special piece on to a loved one and start a new collection.

MEET BRAND REPRESENTATIVES

The Watch Fair is the ultimate meet-and-greet opportunity for watch enthusiasts, collectors, and admirers of all levels. Meet brand representatives and get some inside information about your favorite watch brand!

WATCHMAKER'S CHALLENGE

To repair a watch movement, watchmakers need a well-developed sense of touch and keen eyesight to manipulate a myriad of tiny components with jewel-like precision. Do you have what it takes? Take the Watchmaker's Challenge to see if you can attain horological glory. The Watchmaker's Challenge features multiple stations and challenging tasks where you will put your steady hands to the test! ♦

PATEK PHILIPPE: More than simply a watch, a Patek Philippe is an instant heirloom. Recognized as the most prominent Swiss watch brand, Patek Philippe lives up to this distinction through precision engineering, quality craftsmanship and continuous innovation. Their watches are elegant and timeless, making them treasured family heirlooms that are passed down and proudly worn from generation to generation.



REF. 5960: Originally introduced in 2006, both in platinum and rose gold, the Ref. 5960 Annual Calendar Chronograph was the first in-house chronograph movement created by Patek Philippe. In 2014, both versions were discontinued and the Ref. 5960/1A was introduced on a stainless steel bracelet. This new piece was received with a flurry of excitement due to the highly collectible nature of stainless steel models. Historically, most of the stainless steel references in Patek Philippe's collection are only available in the Nautilus and Aquanaut families, making this watch a rarity from the start. The stark white opaline dial is bright and fresh, and accented by red, black and blue dial features. This more modern refresh of the Ref. 5960 is a highly sought after and collectible timepiece.



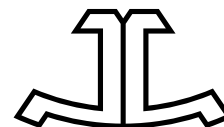
PARMIGIANI FLEURIER: Founded by one of the industry's most accomplished watchmakers, Parmigiani Fleurier is well known for their innovative designs with exquisite hand-decorated in-house movements. By utilizing time-honored techniques and only the finest materials, Parmigiani Fleurier has established itself in the class of elite Swiss watch manufactures in a relatively short amount of time.



AEROLITHE: First introduced at SIHH in 2014, the Bugatti Aerolithe Flyback Chronograph was inspired by the legendary 1935 Bugatti Type 57 Aerolithe. The Type 57 prototype was made from Elektron, a new material that was very light but very brittle and highly flammable. Needless to say, this model was quickly pulled from the market but its iconic design elements remained. Parmigiani created this timepiece with a 41mm titanium case and white gold bezel, which keeps it lightweight like the car. The Bugatti Aerolithe is styled with a blue abyss dial accented with red chronograph hands, and is also available with a mint green dial. Both are fitted with an Hermes leather strap adorned with a deployant buckle resembling the Bugatti's front grill.



JAEGER LECOULTRE: Known as the connoisseur's watch, Jaeger LeCoultre has been a driving force of innovation since 1833. To date, they have produced over 1,240 calibers, registered almost 400 patents and created hundreds of inventions. This dedication to innovation enables them to continuously create unique complications while retaining a classic aesthetic and a timeless appeal.



REVERSO TRIBUTE DUO: Originally developed in 1931 by Jacques-David LeCoultre to protect watch crystals from shattering during Polo matches, the Reverso remains Jaeger LeCoultre's most iconic watch. Now, the Reverso is celebrating 85 years of ingenuity. In honor of the anniversary, Jaeger LeCoultre has created the new Reverso Tribute Duo in stainless steel on a blue alligator strap. This unique watch features two separate dials driven by a manual-wind in-house movement with a 42-hour power reserve. One side displays time only and the other side displays a second time zone with a day-night indicator. The thin case of the Reverso Tribute Duo makes for a comfortable wear even on the most delicate wrist.



TUDOR: Rolex's sister brand, TUDOR, was founded by Hans Wilsdorf in 1946 with the goal of creating a watch with the same dependability of Rolex but at a more modest price. TUDOR's collections strike a delicate balance between elegance and performance. Inspired by the retro chic design of the 1950s and 1960s, their timepieces have a refined retro feel with a modern twist.



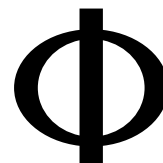
BLACK BAY BRONZE: The TUDOR Black Bay Bronze is a new twist on the classic design elements of the Heritage Black Bay collection. Its 43mm case is a unique blend of bronze and aluminum, which slows the patina process down. Aluminum-bronze is the perfect metal alloy for underwater use as it is highly resistant to corrosion. Completing its warm palette, the combination of a chocolate brown dial and bezel on the Heritage Black Bay Bronze give it a tactically industrial look. The Black Bay Bronze is fitted with TUDOR's new in-house MT5601 movement with a 70-hour power reserve. This new caliber has proven to be robust and extremely precise, making the new Black Bay Bronze the perfect combination of high performance and function.

OFFICINE PANERAI: A military secret until 1996, Officine Panerai originally developed watches and instruments for the underwater commandos of the Royal Italian Navy. These military roots have been richly integrated into the identity of their timepieces. Meticulously crafted and powered by in-house movements, Panerai timepieces blend Italian design with Swiss technology to create functionally stylish watches.



PAM305: The first Luminor Submersible was developed in 1956 with a brawny case size of 60mm. Much smaller and more wearable than its original predecessor, the PAM305 is a modern interpretation centered on a 47mm titanium case. The Luminor Submersible 1950 is equipped with Panerai's P.9000 in-house automatic movement with a 72-hour power reserve. A signature of Panerai watches, the bright luminescent markers and hands enable incredible visibility in the dark and underwater. The PAM305 is water resistant up to 300 meters and its accordion rubber strap makes for a comfortable wear, even over a wet suit. Its unidirectional rotating bezel is perfect for timing underwater dives making it a true tool watch and a delightful homage to Panerai's aquatic heritage.

BAUME & MERCIER: One of the oldest watch brands in existence, Baume & Mercier has a rich history of watchmaking. Their collections were designed as a way to celebrate life's moments. Their current collections focus on classic and retro designs that retain a timeless appeal throughout the years. For a watch from an iconic and storied brand, Baume & Mercier's collections are a great value for a Swiss timepiece.



PROMESSE: The French word for "promise," Promesse is Baume & Mercier's newest collection of ladies timepieces. The Promesse combines a round case with an oval bezel creating the perfect balance of feminine style with classic appeal. Available with automatic or quartz movements, the Promesse collection is available in 22mm, 30mm and 34mm sizes. The 30mm and 34mm dials are exquisitely decorated with a "drape" engraving that is echoed in the design of the bracelet. The 22mm case is available with a trendy wrap around strap or bracelet and wears like a fine piece of jewelry. With the abundant number of combinations for case size, bracelet material and strap color, you're sure to find a style to match your personality. ♦



WATCH TRIVIA

It's TIME to test your knowledge!

- Which Rolex offers a second time zone function?
 - Rolex Explorer II
 - Rolex Sky-Dweller
 - Rolex GMT-Master II
 - All of the above
- The Patek Philippe Henry Graves Jr Supercomplication sold at auction by Sotheby's on November 12th, 2014 for what amount?
 - \$4 million
 - \$6 million
 - \$8 million
 - \$28 million
- The leather and alligator watch straps for Parmigiani Fleurier are produced by which company?
 - Coach
 - Wilson
 - Hermes
 - Christian Louboutin
- TUDOR was started by the founder of what other watch brand?
 - Seiko
 - Rolex
 - Patek Philippe
 - Breitling
- Panerai's use of "Black Seal" is in historic reference to what?
 - Italian Frogmen who wore black uniforms during WWII
 - Type of leather used for watch straps
 - Sticker that held the watch box closed in the 1930's
 - Pet seal that lived in the factory warehouse
- The Atmos clock by Jaeger LeCoultre is powered by a highly sensitive gas blend, Ethyl Chloride. A single degree of temperature variation will supply enough energy to power the Atmos for approximately how long?
 - 30 minutes
 - 1 hour
 - 12 hours
 - 48 hours

MASTER GRANDE TRADITION À RÉPÉTITION MINUTES: A MINIATURE MASTERPIECE

Jaeger LeCoultre has been delighting connoisseurs of fine watchmaking since its founding in 1833. The inventive spirit of the founder, Antoine LeCoultre, lives on through the talent and inspiration of the artisans at Jaeger LeCoultre whom create collections that are as surprising as they are sophisticated.

A testament to this creative passion is the Master Grande Tradition à Répétition Minutes, which exemplifies the powerful ties cultivated by the manufacture's rare and exceptional skills. This remarkable creation combines the genius of Van Gogh with the richness of the minute repeater function.

AGELESS ARTISTRY

The inherent appeal of the Master Grande Tradition à Répétition Minutes is magnificently enhanced by the presence of a miniature enamel painting on its dial paying an eloquent tribute to Van Gogh's *Starry Night Over the Rhône*. Stroke by stroke, a master enamellist reproduced the heart of this iconic masterpiece and the magic of Van Gogh's night sky in minute detail onto the dial. Each color is applied with painstaking detail and must be fired in a kiln and cooled before proceeding. After countless hours of meticulous work, the timeless intensity of the deep, dark colors is sealed by Grand Feu enamel. This time-honored decorative art captures the depth and allure of the full-scale painting on a miniature scale with intense hues. Since each dial is painted by hand, every single dial is unique. By slightly tilting the timepiece under any source of light, a range of color variations and unsuspected nuances are revealed.



SPECTACLE OF SOUND

The intricate dial and impressive movement are housed in a 39mm pink gold case. An optimal choice for case material, pink gold resonates acoustics better than any other metal. The case and bezel have been delicately worked to allow the beauty of the sound and the visual spectacle to develop to its fullest without disturbance. Endowed with major innovations including trebuchet hammers and crystal gongs, the minute repeater produces a pure, rich sound with great intensity. The steady, lingering notes are a delight to the ears. The model is suited for lovers of art and music, and presented in a limited series of 18 pieces.

See and experience this miniature work of art at the Watch Fair – October 28 & 29! ♦

Wielding brushes as thin as a needles, enamellists embody the artistry of an expert painter with the precision of a Swiss watchmaker.





WEDDING WATCHES:

WITH THIS WATCH, I THEE WED

Each gift of jewelry tells a story of love and celebration. For hundreds of years, men have presented their bride-to-be with a ring as a gift to celebrate their engagement. While the tradition of the engagement ring as a token of the man's affection for his bride dates back to the 13th century, there hasn't been an established tradition for her to show how much he means to her. Doesn't the man also deserve something unique, sentimental and timeless? Many brides want to do something special for their beau as a way to celebrate their engagement. This can be a difficult task for brides; often she is as lost in her search as he was when he first started looking for her engagement ring.

Today it's quite common for the woman to give her husband a token that is as beautiful as her ring and can be cherished forever. Enter the "wedding watch." The gift of a fine timepiece to celebrate an engagement is a thoughtful, more modern tradition for today's groom. After all, how many flasks, key chains, and money clips does one guy really need? This is the gift that highlights his personality, and showcases the individuality of the one person you want to spend the rest of your life with. A fine timepiece is something that he will wear every day; a token of your love and affection that will always remind him of you, even in the simplest moments like checking the time.

A TIMELESS TREASURE

The key to selecting the right watch is to ensure that it is versatile enough to last a lifetime, one he can wear casually but can also adorn his wrist on special occasions. As a memorable gift for your husband-to-be, a watch is a handcrafted statement of love that will be a treasured family heirloom. This watch will become something that your husband can pass down to your son or grandson, and be proudly worn for generations.

Imagine capturing the exact second in time that you met, the weekend that you introduced him to your family, or most importantly, the first time he finally picked up the tab. That moment does not need to be fleeting. By engraving the timepiece with a special date, nickname, or message, you can eternalize your love on the back of the watchcase. Engraving a special message is always complimentary with any watch purchase.

A PROPER PRESENTATION

Lucky for you, presenting your husband with his watch doesn't require getting down on one knee like a proposal. Whether it's a quiet and intimate moment shared between the two of you, or a more public display in front of friends and family, there are several great options for presenting him with this mechanical masterpiece. A popular option is during the rehearsal dinner, where it would not only be a surprise to him, but everyone else involved. Otherwise, you could create a special and private rendezvous between the ceremony and reception, before your grand re-entrance as husband and wife. Another great option would be the following morning just before you're whisked away to your exotic honeymoon location. You could even give your husband a watch during the ceremony in place of the traditional wedding ring. The options are endless!

Sophisticated and timeless, a fine timepiece is the perfect engagement present for your husband-to-be. It will be something that will remind him of you every morning as he smiles when he puts it on his wrist. It is a memento that reflects the emotional meaning of your union, a proper symbol of your lives progressing together, and even more, it's just a really cool gift. ♦

GRILL MATES: THE PERFECT STEAK TAKES TIME

Like most folks, my wife and I love good food. We find enjoyment and satisfaction by purchasing quality ingredients and creating our own specials right at home. We enjoy experimenting with different seasonings and trying out new techniques on the grill. When investing in high quality ingredients, it pays to have high quality tools like a great grill, temperature probe and a timepiece to assist you. I constantly use my watch when grilling and make notes on timing, temperatures and technique. It is especially helpful to perfect the cooking times of your succulent creations. Guests are always impressed when everything comes together at the same time. At the Talbert household, one of our favorite cuts is the bone-in ribeye—a Cowboy or Tomahawk ribeye around 2.5" thick is a showstopper! Every grill master has a few tricks up their sleeve, so take a peek into my notes on how to grill a mouthwatering steak.

HAPPY GRILLING!

Aaron



STEP 1: Season the steak with cracked pepper and a little granulated garlic a day or two in advance. Wrap tightly in plastic wrap and put it in the refrigerator.



STEP 2: Take the steak out an hour before you place it on the grill and hit it with some Kosher or pink Himalayan salt.



STEP 3: Set your grill up for indirect heat and bring the temp to 275°F. I prefer an oak/hickory hardwood charcoal and I nestle in a good size chunk of mesquite into the burning coals when grilling beef.



STEP 4: Place the steak on the grill and turn it every 10-15 minutes until you reach an internal temp of 110-115°F. This could take 45 minutes to an hour. Remove the steak and wrap it in foil. Now set your grill up for direct heat by bringing the temp up to 400-450°F.



STEP 5: Place the steak back on the grill to develop a nice exterior crust. After 2 minutes give it a quarter turn for some impressive grill marks. Grill for 2 more minutes, then flip for 3-4 minutes. I look for an internal temp of 125-128°F. Remove and place it back in foil for a few minutes.



STEP 6: We finish with a warm garlic butter/blue cheese sauce that we prepare on the stove in advance. It is easy to do and you can adjust amounts to your taste. Add a little heavy cream at the end and fresh horseradish if you wish.



STEP 7: Look at your watch and time yourself on how long it takes for you to eat the succulent masterpiece. ♦



Wixon
— JEWELERS —