

# Watch Club

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



THE LUMINOR SUBMERSIBLE 1950 CARBOTECH:

## A FIBROUS FIRST

In the world of watchmaking, the competition is fierce. Watch brands are constantly seeking to gain an edge on their competitors by using new and innovative materials. Panerai has been flying on the cusp of innovation for many years and their lineup now includes 11 different case materials. With a continuous thrust towards the future, Panerai was the very first company to begin using a substance called carbotech in the creation of their timepieces. A high-tech material that has been used in cars, bikes and even knives for decades has only recently made its way into the watch arena with Panerai's introduction of the Luminor Submersible 1950 Carbotech.

### A NEW COMPOSITE MATERIAL

With its innovative structure, the physical properties of carbotech are much higher than those of other materials used in the world of watchmaking including ceramic and titanium. Panerai's carbotech material is made from thin sheets of carbon fiber that are compressed under high pressure at controlled temperatures and bound with a high-end polymer to create an even stronger and more durable composite material. This process results in a lightweight, highly durable and hypoallergenic material with each watch case having its own unique pattern, much like a fingerprint. Nearly velvety to the touch, the case has a smooth and sleek feel that pairs well with the beautiful curves of the Luminor 1950 design. The crown protector and bezel are also produced from this material to maintain a striking yet consistent finish all around.

### TECHNICAL INNOVATION, HISTORIC DESIGN

While the technology of this inventive material looks to the future, every other detail in the watch's design was faithfully inspired by Panerai's rich history. Complete with a unidirectional rotating timing bezel, the robust and substantial 47mm Luminor 1950 case was originally developed for commandos of the Italian Navy in the late 1940s. Its dial features vintage luminescence and rose colored hands coupled with a blue running seconds hand to create a beautiful play of color. The technological heart behind the Luminor Submersible 1950 Carbotech is Panerai's P.9000, an in-house automatic movement that is a proven workhorse in their lineup. The movement's dual barrel system ensures that the watch runs consistently over its 72 hour power reserve.

A true tool watch in the world of luxury, the Luminor Submersible 1950 Carbotech is made to withstand whatever life throws at it. With a water resistance of 300 meters and securely affixed by a supple rubber strap, this timepiece is made to go wherever man (or woman) can go. ♦

ILLUSTRATIONS FOR WATCH LOVERS:

# WATCHES & PENCILS

Known for his colorful and whimsical watch cartoons, Teun van Heerebeek is a burgeoning artist and cartoonist who has earned a lot of notoriety lately in the watch community. His illustrations have been featured across the internet, and he is a regular writer and contributor to Fratello Watches. As a self-proclaimed “watch nerd”, Teun started Watches & Pencils to combine his two passions—timepieces and illustration. Wixon Jewelers worked with him to create a limited edition watch cartoon for this year’s Watch Fair that is uniquely Minnesotan. We caught up with Teun to learn a little more about him, his process and the project.

**Tell us about your background, Teun. Where did your passion for art and watches come from?**

*I grew up in a small village in southern Netherlands and quickly discovered that I inherited the creative brains of my granny and mum. Drawing is my true passion and I enjoy that you have the power to create anything. I was initially attracted to watches because of their rich combination of technique and design, and the craftsmanship on a very small and detailed scale. Watches and Pencils is simply the intersection of my passions—they are illustrations by a watch fan, for watch fans.*

**Your illustrations are certainly designed for watch fans, but they also usually incorporate humor. Why is this?**

*I'm a fan of comic books, clear lines and colorful work. I believe each of these elements are apparent in my illustrations and clearly define my style. Two of my artistic influencers are Hergé (the creator of The Adventures of TinTin) and Keith Haring. During my studies, I learned that humor is an important aspect of art and a powerful weapon. I try to include a humorous aspect or situation in each piece that is clearly related to the featured watch. Watches and Pencils is my stage to tell, criticize or simply illustrate watch related matters with a humorous twist.*

**You created a special Minnesota-themed watch illustration for our Watch Fair this year. What was your vision for this drawing and how did it come together?**

*Honestly, I didn't know much about Minnesota prior to starting this project. I only knew that it was a nice state in the USA with a lot of lakes and beautiful forests. I learned that ice fishing is a favorite*



*pastime during your winters and I wanted to incorporate this into the illustration. Some typical Minnesota themes immediately formed a picture in my head with watch-related components. I combined them and the foundation for the final piece was born—an ice fishing scene atop a watch case in the shape of Minnesota. A boy is fishing on a frozen lake but instead of pulling up a fish from his ice hole, he catches a watch gear. From the case shape and the pine tree stitching on the strap, to the ice block hour markers and the loons, you'll notice several Minnesota-themed elements within the illustration.*

**How do you dream up these concepts and find inspiration for new illustrations?**

*Inspiration often comes from unexpected places. You cannot force creativity. An idea can pop into my brain while driving home, or reading the latest watch-related news and blogs. I spend a lot of time working on the basic concept and idea. This is so important because it is the foundation for everything that follows. The creative process begins by translating the idea into an analog sketch that helps form my interpretation of the piece. With everything I draw, I try to truly visualize the soul and key aspects of the object. After several pencil drawings, and when I am satisfied with the rough sketch, I begin the long digitalization process in Adobe Illustrator. I often refine each element on the computer several times until I'm satisfied with the characteristics and definition.*

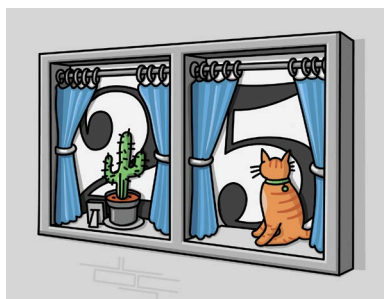
**If you could snap your fingers right now and add any watch to your collection, what would it be and why?**

*An original and mint Rolex Explorer—Ref. 1016. It has such a balanced design with a great history. The watch is simple, legible and nicely sized. It is a piece that served as inspiration for countless Rolex and non-Rolex watches. I love it on the steel bracelet, but it also looks good with all kinds of leather straps. ♦*

“ROLEX SUBMARINE-R”



“DATE WINDOW”



Find more of Teun's artwork at [watchesandpencils.com](http://watchesandpencils.com).



IT'S THE BEST TIME OF YEAR TO BUY A WATCH!

# WATCH FAIR

— OCTOBER 26 & 27 —

FRIDAY: 10AM-7PM • SATURDAY: 10AM-6PM

## THE BEST UNDER ONE ROOF

A favorite amongst watch aficionados and casual wearers alike, the Watch Fair is 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 their newest and most sought after timepieces. It's the can't miss event of the season!

## SHOP THE LATEST AND GREATEST

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! Additionally, clients have the unrivaled experience of seeing prototype timepieces and extremely rare, unreleased models.

## IT'S THE BEST TIME TO BUY

With special pricing and financing available, it is the best time of year to buy a watch! Take advantage of special event pricing on these expanded collections for two days only. You can even trade in your old watch towards the timepiece you've always wanted—we'll give you the best value for your pre-owned watch!

## A WATCH LOVER'S PARADISE

The Watch Fair is the ultimate opportunity for watch enthusiasts to meet brand representatives and get some inside information about your favorite watch brand. With multiple stations and challenging tasks, you can also put your watchmaking skills to the test in the Watchmaker's Challenge.

— EVENT DETAILS & RSVP —

[WIXONJEWELERS.COM/WATCH-FAIR](http://WIXONJEWELERS.COM/WATCH-FAIR)

## THE HANDS OF TIME

Eventually passed from  
your wrist to his, this  
timepiece will become a  
treasured heirloom that he  
can wear forever.



ATTENTION AND CARE PAID TO EVERY DETAIL:

# RARE HANDCRAFTS

The pure achievement of creating a fine timepiece has been a source of inspiration for centuries. The technology to design and manufacture a new movement caliber has become more easily achievable. However, even in this modern era of CNC machines and automatic production, there are techniques that a machine simply cannot master. What separates the more pedestrian from Haute Horlogerie are the hands of the craftsman, bringing that timepiece to life. Through a vast array of generational skills and complex techniques, mere metal is transformed into works of art. This respect for tradition and relentless search for perfection are core tenets of Patek Philippe, and are perfectly expressed in the Patek Philippe seal.

The Patek Philippe Seal is the benchmark applied to all of their mechanical watches, which guarantees the company's quality criteria—which are the strictest and most extensive in Swiss watchmaking—have been met. Quite simply, every detail is considered to achieve the best possible result. All elements of each timepiece are immaculately hand-finished to a phenomenal standard; the result of which is a true jewel that is unmatched in the world of watchmaking.

The Ref. 5160/500G is an ultimate example of the application of these rare handcrafts and illustrates the extreme measures Patek Philippe goes through in the creation of their timepieces. Showcasing a perpetual calendar with retrograde date hand and moonphase function, this timepiece is certainly a testament to their technical expertise, but also to the talented artisans who decorate and adorn these incredible timepieces. The center of the dial, the 18k white gold case, the hinged cover, and the clasp are all lavishly decorated with engravings inspired by a pocket watch in the Patek Philippe Museum's collection.



## DIAL

Making a dial is less a branch of watchmaking and more of a dedicated craft itself. Since the dial is the part of the watch in which we interact with the most, it must be not only beautiful and harmonious, but clearly legible. Dial makers and finishers use age-old hand-craftsmanship skills alongside trade secrets passed down through generations. At Patek Philippe, a dial takes four to six months to produce. It goes through a complex series of anywhere from 50 to 200 operations or more for the more complex and decorative techniques.

Every dial is different, and for each there is a systematic task list, much like a recipe. There are over 600 possible task lists and each is drawn up so that no process is overlooked. Here's a condensed version of the task list for the dial of the Ref. 5160/500G, with its hand-engraved center: Blanking the dial plate, smoothing and polishing, milling a central recess for engraving, the engraving itself (which is a multi-step process), electroplating and decoration, varnishing, and *décalque*—the manual transfer printing process of applying the printing to the dial.

## ENGRAVING

From the dial to the movement components, engraving can be featured on a multitude of surfaces on a watch. Crafting a case is extremely intricate, requiring the work of about 20 specialists performing around 50 operations in a process called "fine working". This includes milling, filing, soldering attachments, adding hinges for cases with dust covers, and adjusting openings for a smooth fit. A multitude of complex procedures, and the rigors of the Patek Philippe Seal mean that under no circumstances will any variance within these processes be tolerated.

What is much less common is to see this level of custom engraving on the watch case itself. It's an extremely time-consuming process



that can take more than a week of work by one artisan to decorate a single case in this painstaking process. Starting with a pencil sketch to lay out the motifs and patterns, the artist uses a burin as a paintbrush to slowly and artfully create light and shadows in the case metal itself. A phenomenal example of the art of hand-engraving, the detail found on the Ref. 5160/500G is unparalleled.

## MOVEMENT

Exemplary finishing of movements is vitally important at Patek Philippe, not only for the sake of perfect performance but for aesthetics as well. The quality of finishing determines not just how well the part will perform its function, but for how long. This detailed manual work on the internal components of a watch is where hand-finishing reaches its true peak.

Each and every movement component—many of which will never be seen—passes through or is finished by human hands, and often decorated. The same processes and attention to detail are given to all their calibers: from the relatively simple time-only to their ultra-complex Grand Complications. Some surfaces can be so minuscule that they're barely perceptible to the naked eye, so binocular microscopes must be used. This scrupulous fine-tuning is executed by consummate craftsmen who proudly carry out the traditions set forth by their forebearers. Their ultimate fulfillment comes from the fact that everything inside a Patek Philippe watch has been honed by them to function perfectly and look beautiful while doing so.



### GENEVA STRIPES

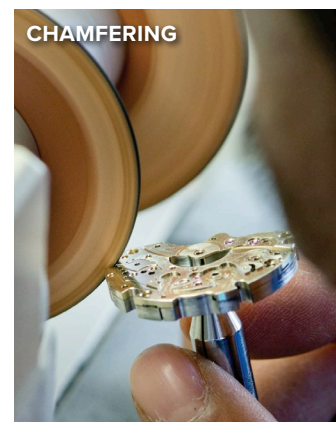
Amongst the most famed watch decorations is the softly rippling Côtes de Genève, a series of arc-grained bars etched lightly onto a metal surface such as a movement's main plate, bridge, or rotor. At Patek, the procedure is very personal to the artisan, who begins by cutting his own wooden tool. Attached to a grinding wheel, the tool is coated with abrasive and repeatedly pressed down on the component, barely touching it to remove a tiny quantity of material and creating a serene wave pattern. A steady hand is crucial for perfectly straight lines or circular patterns for the rotor.



GENEVA STRIPES



CIRCULAR GRAINING



CHAMFERING

### CIRCULAR GRAINING

This technique is also called *perlage* due to its resemblance to a row of little gleaming pearls. Surfaces of the main plate and the bridges are circular-grained to create a pattern of interlaced circles or bead shapes, arranged like tiles overlapping on a roof. Never the same, these decorations, which can feature hundreds of graduated “pearls,” make each part unique.

### CHAMFERING

Also known as *anglage*, this process focuses on skillfully beveling the edges of movement components. The sharp edge between the surface and the flank is cut away to a smooth 45° curve and then polished to a gleam. One of the most complicated of finish methods, a chamfer highlights the shape of the part, like a cloud's silver lining, and when chamfered components are assembled, the play of light is breathtaking. ♦



## JAEGER-LECOULTRE'S RENDEZ-VOUS MOON: **LET'S RENDEZ-VOUS**

Round in shape and elegant in design, Jaeger-LeCoultre's Rendez-Vous collection is feminine in every sense of the word. The collection was first introduced in 2012 as a unique interpretation of the iconic moon phase complication specifically designed for the female wrist. The moon and its many faces have long inspired the watchmakers at Jaeger-LeCoultre, and this collection celebrates the wonder and enchantment of the celestial body. One of the collection's newest additions, the Rendez-Vous Moon, has quickly captured women's hearts with its enchanting moon-phase complication, ornate dial details and chic design.

At 36mm, the Rendez-Vous Moon is perfectly sized to make a spectacularly sparkling statement. This elaborate timepiece is crafted in 18k rose gold and meticulously adorned with over 150 diamonds, highlighting femininity down to the last detail. What sets this magnificent timepiece apart is the rendezvous indicator designed as a star that effortlessly dances around the dial with the turn of the diamond-set crown at two o'clock. The wearer can mark a time that's important to her with the mysterious star that serves as a reminder of a future rendezvous.

The hue of its beautiful golden dial is reminiscent of a dawning day's sky. Its graceful dial is highlighted by a stylized arc with 26 diamonds discreetly nestled above the elongated numerals. Leaving the complete picture to the imagination, the dial only displays half of the hour-markers and showcases a sky full of constellations surrounding the moon phase aperture. The moon phase is finished in an exquisite, iridescent white mother of pearl allowing the wearer to always gaze upon the shape of the enigmatic and inspiring moon.

Mastery of craftsmanship is shown in every aspect of this marvelous ladies timepiece. From the graceful embellishments on its dial to the elaborate ornamentation of its movement, the Rendez-Vous Moon is an elegant timepiece for the discerning fashionista. ♦

## FIVE REASONS TO CHOOSE A MECHANICAL TIMEPIECE:

# MECHANICAL VS. QUARTZ

A common question amongst those new to fine timepieces centers around the differences between mechanical and quartz watch movements. While some may not comprehend the benefits of paying more for a finely-crafted mechanical timepiece, those who own these exceptional timepieces understand that they are much more than a device for telling time. These heirloom-quality pieces are constructed by hand, incredibly well-made and will last forever with proper maintenance. Here are a few reasons to select a finely-constructed mechanical timepiece over an inexpensive battery-powered watch.

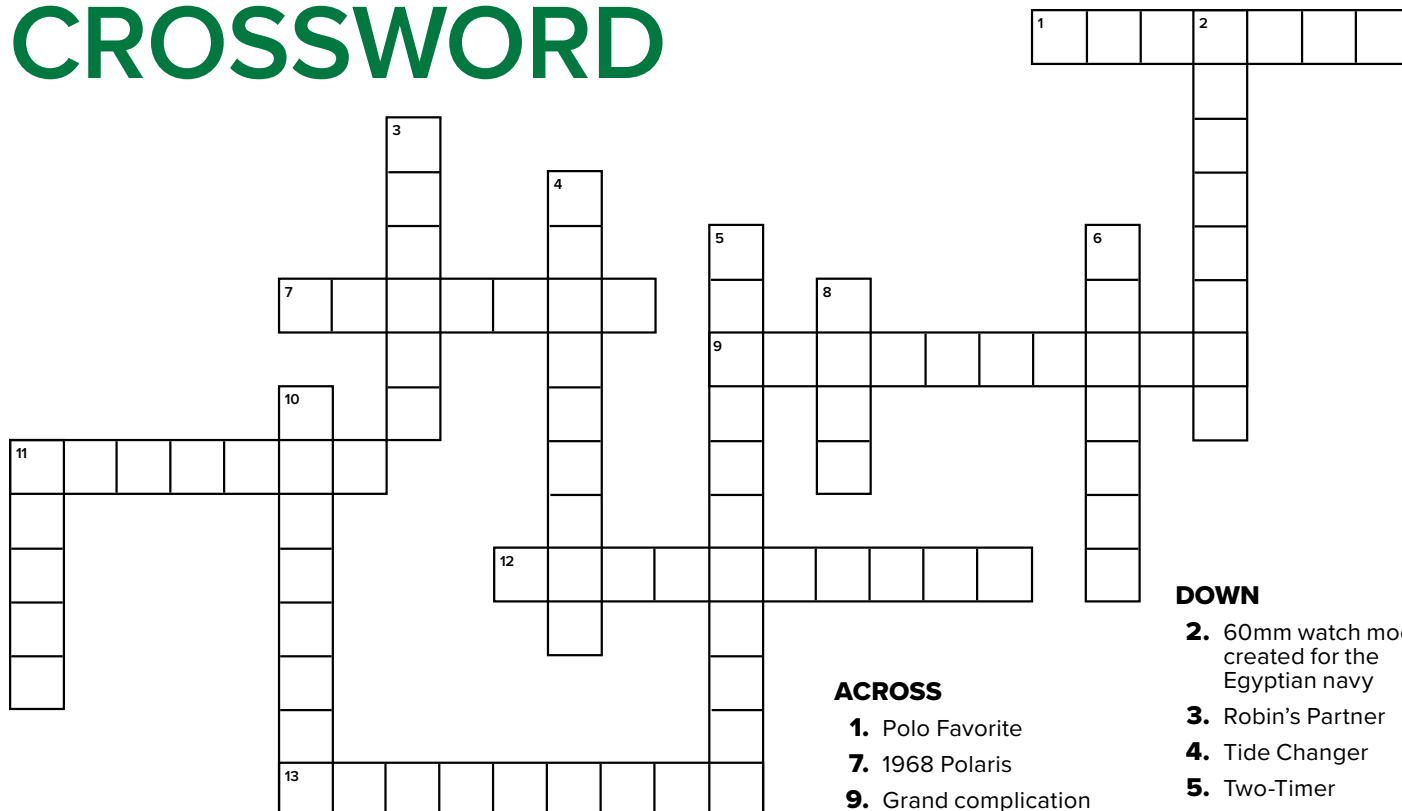
- 1 Largely made by hand and expertly crafted to exacting standards, it can take months or years to create a single mechanical timepiece, whereas hundreds of quartz watches can be made per hour. A mechanical timepiece is an investment in quality, rather than a disposable fashion statement.
- 2 The right mechanical timepiece conveys elegance and style while serving as a silent statement about you and your values. Mechanical timepieces possess a timeless craftsmanship that can be passed down for many generations.

- 3 Mechanical watches are created with traditional watchmaking techniques and offer a certain sentimental value that quartz simply cannot. You forge a relationship with a mechanical timepiece—both mechanical and quartz watches tell time, but a mechanical watch also has a story to tell.
- 4 You'll never have to worry about a dead battery in a mechanical timepiece. The movements inside these timepieces are significantly more interesting than quartz because they are complex instruments consisting of hundreds of tiny components. Mechanical movements are often showcased through exhibition casebacks to admire their captivating beauty.
- 5 Timekeeping has been mechanical for centuries, and it's a special feeling to wear a watch that is crafted the same way they were prior to electronics. With a rich heritage of craftsmanship and artistry that has been developed over hundreds of years, a mechanical timepiece is a refined piece of wearable art. ♦



READ BETWEEN THE LIGNES:

# CROSSWORD



**ACROSS**

- 1. Polo Favorite
- 7. 1968 Polaris
- 9. Grand complication for precise timing
- 11. Opened its first shop in 1860
- 12. Transfers Energy
- 13. Frosty Hand Design

**DOWN**

- 2. 60mm watch model created for the Egyptian navy
- 3. Robin's Partner
- 4. Tide Changer
- 5. Two-Timer
- 6. "Open Sea" in Athens
- 8. Smash
- 10. Over 1,200 created by Jaeger-LeCoultre
- 11. Beverage

CLIFTON CLUB BURT MUNRO TRIBUTE LIMITED EDITION:

# HONORING A LEGEND

The legend of Burt Munro began in 1920 when he purchased a very early model Indian Scout motorcycle which at the time of its purchase had a top speed of 55 mph. Driven by a passion for speed and pushing boundaries, he heavily modified the motorcycle to travel faster and faster. Through over 40 years of hard work and innovation, Munro more than tripled the original top speed. As a 68-year old grandfather, Munro brought it to the Bonneville Salt Flats in 1967 and set the American Motorcycle Association speed record of 184.087 mph, a record that still stands today.

To commemorate the 50th anniversary of this milestone, Baume & Mercier teamed up with Indian Motorcycles to create a limited edition timepiece featuring a number of special details—the Clifton Club Indian Burt Munro Tribute. The dial is sandblasted silver to mimic the surface of the Bonneville Salt Flats and highlights the number 35 in a yellow circle, which was Munro's lucky number. An Indian Motorcycles logo is engraved on the 44mm case back and the center chronograph hand features the Indian "I" logo. As a finishing touch, the deep vermillion calf strap is "Indian Red" like Munro's motorcycle.

Burt Munro's legacy has moved beyond motorcycles and now symbolizes the human drive to push beyond what is perceived to be impossible. The Baume & Mercier Clifton Club Indian Burt Munro Tribute is limited to 1967 pieces, paying homage to the year this inspirational man made his record-setting run. ♦



LUMINOR BASE & RADIOMIR BLACK SEAL:

# LOGO COLLECTION

Pure, iconic, and powerful: the Logo collection represents the very epitome of Panerai design and has perennially been one of its most popular options. With an instantly recognizable aesthetic identity, both the Luminor Base Logo and the Radiomir Black Seal are a phenomenal value with a brand new feature: an in-house manufacture movement.

Their Caliber P.6000 movement represents a new accomplishment for Panerai as a manufacture—a hand-wound mechanical movement with a three-day power reserve and hacking seconds feature that is fully created in-house. Not only is it a well-featured technical achievement, but this new movement represents another step towards full vertical integration and a significant reduction in reliance on sourced movements.

The new Luminor Base Logo collection is classic Panerai at its best. Whether you prefer the functional and clean dial of the Logo, or a running seconds hand at 9:00 in the Luminor Marina, there are several options available. Panerai has even added some new aesthetic details, including a comfortable blue textile strap option.

The Radiomir Black Seal and Radiomir Logo are perfect timepieces for those who enjoy the vintage appeal of the classic Radiomir case. Both feature 45mm cushion-shaped cases with the wire lugs that harken back to the original designs of the 1930's. True to their diving heritage, the Luminor Logo and Radiomir Logo collections boast polished stainless steel cases that protect the timepiece at depths up to 100 meters.

Remaining faithful to their roots, the new Logo collection features a striking, minimalist design in a durable and resilient sports watch, now with the added prestige of a fully in-house manufacture movement. Not only that, but Panerai has maintained an attractive and accessible price point for these collections, making them perfect for the most seasoned Paneristi or someone looking to dip their toes into a brand with great history and unique design. ♦



## TIME TO TEST YOUR KNOWLEDGE! WATCH TRIVIA

- 1. How did Hans Wilsdorf, the founder of Rolex, come up with the name ROLEX?**

  - A. His wife had a dog named Rolex as a child and he wanted the name to be sentimental to her.
  - B. A genie whispered "ROLEX" in his ear one morning on a horse drawn omni-bus in London.
  - C. He combined the letters of his family members' names together.
  - D. He loved dinosaurs as a child and wanted a strong name like the T-Rex.
- 2. What is the rate of accuracy required for a mechanical watch to be COSC certified?**

  - A. -2/+5
  - B. -4/+6
  - C. -5/+4
  - D. -6/+4
- 3. What does the term "ligne" mean when referring to watches?**

  - A. The number of pieces in a brand's collection
  - B. Unit of measurement for the diameter of watch movements
  - C. Decorative stripes on the movement
  - D. The crossword title is just a typo
- 4. General Douglas MacArthur, the legendary five-star general of the United States Army, wore which mechanical wristwatch?**

  - A. Cartier Tank
  - B. Jaeger-LeCoultre Reverso
  - C. Omega Speedmaster
  - D. Patek Philippe Calatrava
- 5. Up until the early 20th century, wristwatches were almost exclusively worn by women.**

  - A. True
  - B. False

Answers: 1. B 2. B 3. B 4. B 5. A

*Wixon*  
— JEWELERS —