



INDUSTRY WATCH

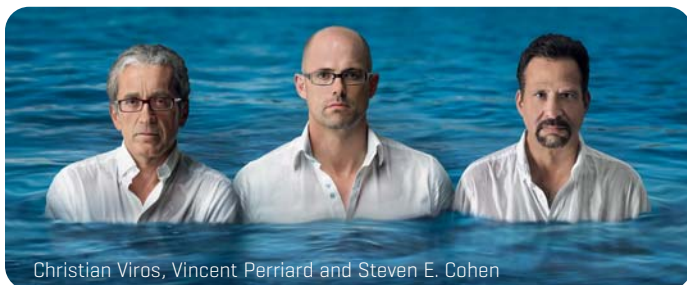
WATCH REPORT | NEWS AND HAPPENINGS FROM THE WORLD OF WATCHES



Horological Machine No.2.2

BACK TO BLACK

It takes a lot to surprise followers of collaborative watch lab MB&F, but the latest version of Horological Machine N°2, with a case created by French artist and watch designer Alain Silberstein, may do it. Silberstein is widely known for his bold use of color and pattern, and one might have expected adventurous MB&F founder Maximilian Büsser to push that tendency to the limit. Instead, the pair has come up with the Black Box, all Bauhaus purity and restraint. It is crafted like a jewel, but Silberstein says it reminds him of the miniature box cameras of the 1940s. The actual model name is Horological Machine N°2.2. The Silberstein case retains the twin porthole dials and powerful profile of the original Horological Machine N°2, with its flying-buttress lugs. Otherwise, it has been entirely rethought and rebuilt. The shocking boldness of the original has given way to something lighter and more



Christian Viros, Vincent Perriard and Steven E. Cohen

whimsical, with a personality all its own.

310.470.1388, mbandf.com

FISHING FOR TALENT

TechnoMarine has been recruiting talent, and it has succeeded in attracting some of the most brilliant and experienced minds in the watchmaking industry to implement a new brand vision. To work with him in the reorganization of the brand, chairman of the board Christian Viros has appointed Vincent Perriard to the position of CEO. Perriard brings a solid background to the task, having held several leadership positions in marketing, product development and general management with brands such

as Audemars Piguet, Hamilton and most recently as president of Concord. In addition, Steven E. Cohen has been brought in as CEO of North America. Formerly president of the Movado Group of Canada and most recently president of Ebel North America, Cohen is a highly regarded specialist with more than 20 years of luxury and management experience. The pair's knowledge of the industry will be leveraged to propel the TechnoMarine brand to the next phase.

800.822.2312, technomarine.com

HISTORIC WIN

Swiss magazine *Montres Passion* recently announced the winners in its Watch of the Year 2009 awards program, and the jury designated Vacheron Constantin's Historiques American 1921 as the winner of the grand prize.

Composed of professionals in horology, the jury made its final selection from among about 40 finalists, themselves gleaned from a first-round selection of more than 100 watch introductions appearing on the market between September 2008 and December 2009. The winning 40 mm cushion-shaped Vacheron Constantin watch uses a manually wound movement that bears the Geneva Hallmark. The jury noted its "absolute marriage of classicism and originality, of playfulness and of elegance" and also "its perfect realization and its legibility." Second place went to Corum's Ti-Bridge, while the third place prize was awarded to Montblanc's Nicolas Rieussec Chronographe Monopoussoir. The prize for ladies' watch of the year, *Montre Dame de l'Année*, was awarded to Cartier for its *Baignoire Grand Modèle*.

montrespasion.ch



Vacheron Constantin's Historiques American 1921