

## EVENT WATCH

EVENT REPORT | WHO'S DOING WHAT, WHERE AND WHY IN THE WATCH INDUSTRY



Kate Hudson

### HOLLYWOOD GLAMOUR

For the third year in a row, Swiss jeweler and watchmaker Piaget was a leading sponsor of the amfAR Inspiration Gala in Los Angeles. Held at Milk Studios in West Hollywood, the event paid tribute to legendary CAA agent Kevin Huvane, who received the Piaget Award of Inspiration from Sarah Jessica Parker for his dedication to and support of amfAR. The black tie affair drew a colorful list of celebrities and influencers including actors Kate Hudson, Octavia Spencer, Rumer Willis, Beth Behrs, Michael Gladis, designer Jeremy Scott and filmmakers David Furnish and Liz Goldwyn. Before the evening was over, \$1.3 million had been raised for HIV/AIDS research. Piaget continues its amfAR partnership in 2013. 877.8PIAGET, piaget.com

### OPENING NIGHT

Breguet became the exclusive timepiece of Carnegie Hall with the opening of the concert venue's 2012-2013 season last fall. A sold-out gala benefit concert featuring the Chicago Symphony Orchestra under the direction of Riccardo Muti opened the season and raised nearly \$2.7 million in support of the famed New York landmark's artistic and education programming. Prior to the concert, Carnegie Hall unveiled a specially crafted Breguet clock in its Morse Lobby as part of its new partnership with the historic watch company. Breguet was also the sponsor of the Opening Night Gala dinner in the Waldorf-Astoria's Grand Ballroom following the concert. breguet.com



Breguet at Carnegie Hall



Alan Cumming in the Hamptons with Baume & Mercier

### MOMENT IN TIME

Watch brand Baume & Mercier served as lead sponsor of the Hamptons International Film Festival for the second consecutive year last October. The brand celebrated the 20th anniversary of the festival with an invitation-only party at the Wölffer in Sagaponack, NY, which drew an impressive celebrity crowd, including Alan Cumming and Trudie Styler. The Hamptons event is a perfect showcase for Baume & Mercier, which communicates its brand identity, centered on life's special moments, through scenes of seaside living. 212.593.0444, baume-and-mercier.com



The George Daniels Grand Complication, which sold for £914,850 at Sotheby's

### STANDING ROOM ONLY

Connoisseurs of horology enjoyed a once-in-a-lifetime opportunity to view and bid on the personal collection of timepieces owned by the late master horologist George Daniels when Sotheby's offered the collection for sale in November. The assemblage of timepieces traces Daniels' passion and life's work and includes Daniels' own work in addition to others'. The sale opened in London to standing room only, and the sale total of \$13,249,594 roughly doubled the pre-sale estimate. The top lot of the sale was Daniels' own Space Travellers' Watch, which brought \$2.13 million. Jonathan Hills, head of Sotheby's London Clock and Barometer Department, comments, "The remarkable results achieved bear testament to the expertise and formidable reputation of George Daniels and cement his legacy as truly one of the greatest British watchmakers of all time." A catalog of the sale may be viewed at sothebys.com.



The George Daniels sale at Sotheby's in London



Cameron Diaz, Leonardo DiCaprio and the TAG Heuer Link Lady Trilogy

### CHARITABLE TRIO

A triple-pronged charity push was the agenda of a glamorous soirée hosted at the planetarium of the American Museum of Natural History in New York. Swiss watchmaker TAG Heuer and brand ambassadors Cameron Diaz and Leonardo DiCaprio hosted the event to raise funds for the victims of Hurricane Sandy and to raise awareness for women's issues and environmental concerns worldwide. Many of the 500 guests came to New York expressly to attend the event, and for each guest, TAG Heuer pledged \$100 to New York Cares' Hurricane Sandy Relief Fund and a further \$100 to Cameron Diaz's partner charity, UN Women. Diaz proudly displayed her new Link Lady Trilogy limited edition in steel, while DiCaprio wore the new Link limited edition with blue dial, and TAG Heuer exhibited the latest Link models. Sales of the Link Lady Trilogy will support Diaz's charity, and proceeds from the blue-dialed limited edition will go to DiCaprio's environmental charity partners, Green Cross International and the Natural Resources Defense Council. 866.675.2080, tagheuer.com



The Miami launch party and the Girard-Perregaux Hawk FOReverglades watch

### ART WEEK PREMIERE

Swiss watch manufacturer Girard-Perregaux chose Miami as the site for the worldwide launch of its new Hawk watches. The launch coincided with Art Week in Miami and included the unveiling of a special limited edition watch in honor of FOReverglades, an environmentally-minded installation of crayon-colored resin sculptures by artist William Sweetlove and the Cracking Art Group at Miami's Freedom Tower. Miami mayor Tomás Regalado joined a celebration on the beach and was presented with a FOReverglades limited edition watch by Michele Sofisti, CEO of Girard-Perregaux's parent company, Sowind. 877.846.3447, girard-perregaux.com



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Los Mesoneros (top) and Ana Victoria wearing Gucci at the Latin Grammy Awards

### ON THE RECORD

Gucci Timepieces & Jewelry partnered with The Latin Recording Academy to honor emerging Latin artists nominated for Best New Artist in the Eighth Annual Latin Grammy Awards. At a November reception for the nominees, the brand presented eight artists with its special edition I-Gucci Latin Grammy watch. Gucci Timepieces & Jewelry also presented eight-time Latin Grammy winner, two-time Grammy winner and 2012 Latin Recording Academy Person of the Year Caetano Veloso with an I-Gucci Latin Grammy watch with 42 diamonds. Only two such watches were created, the second of which was donated to benefit Veloso's charity of choice, Brazil's Fundacion Viva Cazuza, a non-profit HIV prevention and treatment organization.

201.867.8800, [guccitimeless.com](http://guccitimeless.com)



Caetano Veloso's I-Gucci Latin Grammy watch

### RECORD BREAKER

An extraordinary antique Breguet clock set a new world record price for a clock when it sold for \$6.8 million at Sotheby's in New York in December. Dating to 1835, the Duc d'Orléans Breguet Sympathique is an example of the Sympathique clocks that helped to cement the fame of French watchmaker Abraham-Louis Breguet. This clock winds, sets and regulates its accompanying pocket watch via an integrated cradle on the clock's pediment. The clock, formerly in the collection of the Time Museum, last sold in 1999—also at Sotheby's—for nearly \$5.8 million, setting the price record that it would later break.

[breguet.com](http://breguet.com), [sothebys.com](http://sothebys.com)



### DOCUMENTING GREATNESS

Visitors to the UK's premier watch show, SalonQP 2012, were treated to an exclusive preview screening of "The Watchmaker's Apprentice," a much-anticipated documentary that traces the work of horologist Dr. George Daniels and his protégé Roger W. Smith. Produced by Isle of Man filmmakers DAM Productions, the work contains the last interview conducted with Daniels just months before his death in October 2011 at age 85. Director Dave Armstrong, who was given unfettered access to Daniels' workshop and home over the course of 18 months, gained unprecedented insight into the watchmaker's life and relationship to his apprentice. Armstrong says, "It is an honor to tell the relationship of master and pupil, one built on mutual respect and friendship but made all the more interesting because of their entirely disparate personalities."

[thewatchmakersapprentice.com](http://thewatchmakersapprentice.com)



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Team Audi-Eberhard Melges 32 and the Eberhard & Co. Scafodat 500



### SEASON FINALE

Eberhard & Co. was the official timekeeper as the 2012 regatta season came to an end for team Audi-Eberhard Melges 32 with a victory in the Audi Sailing Series Melges 32 off the coast of Naples, Italy. **The team won both the final leg of the race and third place in the overall ranking, surpassing the defender.** First in the overall ranking was Mascalzone Latino led by Vincenzo Onorato. The winner was awarded the Challenge Trophy in addition to an Eberhard & Co. Scafodat 500 professional dive watch in steel. A screw-down case and locking crown ensure water resistance to 500 meters, and the watch's Chicane bracelet and Déclic deployant clasp are patented features. 603.206.5195, [eberhard-co-watches.ch](http://eberhard-co-watches.ch)

### TENDING THE GARDEN

During the unveiling of its newly installed lobby clocks in the arena box office at Madison Square Garden in New York City, Swiss watchmaker Tissot announced the launch of two new exclusive Madison Square Garden watches. It all took place on October 25 as part of Tissot's role as the official timepiece of Madison Square Garden. Longtime Tissot brand ambassador Danica Patrick appeared in person to present the first watches to New York Knicks' great Larry Johnson and New York Rangers legend Adam Graves. The Madison Square Garden watches are special versions of the Tissot PRX Sports Chronograph (\$595-\$695) and the Tissot T-Touch Classic (\$675-\$695), both featuring custom casebacks. "Tissot is excited to continue its partnership with Madison Square Garden and to be able to give fans a quality Swiss timepiece inspired by The World's Most Famous Arena," commented Tissot president François Thiébaud. Fans will find the watches onsite at the Garden, at Macy's Herald Square and online at [tissotshop.com](http://tissotshop.com). 800.284.7768, [tissot.ch](http://tissot.ch)



Danica Patrick and the Tissot Madison Square Garden chronograph in New York



### STARRY NIGHT

Movado was proud to sponsor the 29th Annual Fashion Group International Night of Stars Gala on October 25 at Cipriani Wall Street in New York City. **The event honors outstanding individuals whose spirit and creativity impact design and culture.** This year, jazz great and longtime Movado brand ambassador Wynton Marsalis was honored with the Fashion Group's prestigious Humanitarian Award in recognition of his commitment to improving the lives of others. Movado Group Chairman and CEO Efraim Grinberg presented Marsalis with an award. Other honorees included designers Carolina Herrera, Derek Lam, Gareth Pugh and L'Wren Scott. As the manufacturer and worldwide distributor of watch brands including Coach, Hugo Boss, Lacoste, Juicy Couture and Tommy Hilfger, the Movado Group has close ties to the fashion industry. 888.4.MOVADO, [movado.com](http://movado.com)



Wynton Marsalis with the Movado Group's Efraim Grinberg