

## And the time is

As I lick my lips in anticipation the week before the Salon International de la Horlogerie (SIHH) in Geneva I start thinking about time: the construct and the desire in this era of time disappearing in schedules and general life. So what does time really mean in 2013: is it still on your arm or is it time to question its validity both on and off the arm.

The SIHH hosts 12, 000 visitors from all over the world and ranks as “the fair” for watchmaking in the world: that is a huge amount of people all interested in watchmaking but also in time and all its meanings. The watches represent culture, technology and of course historical craftsmanship but what else does a watch mean to every visitor at the fair.

The French existentialist philosopher and writer Jean-Paul Sartre said, “Only the guy who isn’t rowing has time to rock the boat”. That’s one way of looking at time. But how are luxury brands looking at time?

Panerai, with its heritage in the Italian navy, has a philosophy of embracing heritage and honor through its birth in 1860 in Florence (at the time of the Renaissance). The simple design, the emotional connection to distinction and serving your country in a prestigious way is what makes Panerai so unique. The time element is what Panerai celebrates through its “time for all the right reasons” ethos.

Last year’s “California” collection observed a few of the same qualities as the navy diver watch of 1936 like the cushion case, the slender strap attachments, the conical crown and then the simple dial (with slightly different design). Gentle reminders, again, of the distinction of the Italian navy.

So with a week to go before the fair, I am thrilled to see how Panerai will approach their new designs, and with a change in luxury where time is valued above all how they will represent time and its actual worth.

**By Daniel Scheffler**



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