

Geneva shows some flesh at SIHH

The snow may have sunk down hard as hundreds of flights have been cancelled to the Swiss town of Geneva but the 23rd SIHH (Salon International de la Haute Horlogerie) has kicked off to a prolific fire up.

The ribbons cut, the champagne overflowed and the crowds oohmed and aaahed all day with the whole town feeling the energy and specialty of the watch world showing off their bits.

Roger Dubois launched their Excalibur collection inspired by Camelot and perfectly on trend with the ‘fairy tale’ we’re in with a hawk and some serious craftsmanship. The brand, independently manufactured and known for their highly exclusive watches, gave a performance of the year as they showcased the crème de la crème of the Excalibur collection using, a world first, silicon in the process of making the watch.

The watch is so limited that only 3 are made and sell for a very simple 1 million Swiss Francs. What the fair does best is to parade the exclusivity of craftsmanship, and takes a real lead on showing how brands cannot replicate or fake that in any way. The exposure of how much time, some up to 1700 hours, it takes to make a serious watch is what makes the fair, and all its components, so special.

Another launch today was the Piaget, thinnest in the world, Minute Repeater. With a slogan like “always do better than necessary” the Piaget brand continued to impress with their heavily adorned and fancy watches in combination with a jewelry spectacle that showed off their adoration for ‘absolute femininity’ inspired by bows, laces and ribbons.

As SIHH goes all week other brands, including the Grand Monsieur IWC, will launch their collections to press and buyers from all over the world. Watches, well watches like these, are collector’s pieces and investments. Away from the obvious bling and ostentation these watches disclose an artisan, a master of his work. Something that cannot just be bought, it only be appreciated.

By: Daniel Scheffler



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