

[Watch: the cost and the craft](#)

By Daniel Scheffler

As man's discontent prevailed it let him to a desire much more beautiful watches than the simple, mundane timekeepers of the past. And that gave way for brands like Jaeger LeCoultre, Roger DuBois, IWC and Piaget to manufacture watches with complicated movements (mechanism that measures the passage of time and shows date).

By 1907 Jaeger LeCoultre had created the thinnest watch ever created and that became the most elite's dream possession. Of course digital and quartz watches swept across the market place by the 1970s but at a rather low entry price level never truly excited the connoisseurs.

Roger DuBois, a proudly completely Geneva manufactured brand, has in the last 15 years taken luxury watchmaking to a new height and this year launched their signature Excalibur range. With superiorly complicated movements and 2400 hours of work that include the iconic double flying tourbillon (a system that compensates for the effects of gravity) the treasured highlight of the collection, the 88 piece Excalibur Quatuor in silicon is priced at an easy 1 million Swiss francs. Of course the Piaget Emperador Temple watch, at \$3.3 million, and swathed with diamonds was also wittingly poised at SIHH fair 2013.

What the fair does so well is to flaunt the exclusivity of craftsmanship, and takes a real lead on showing how watch brands can't fake that. "Consumers, especially male consumers, are hunting for artistry and skill when buying a watch" according to Roger Debuis CEO Jean-Marc Pontroué. He firmly believes that men are more interested in watches as a way to satisfy their need for tangible engineering – and what is more tangible than technology and engineering worn on the wrist.

But of course these watches are not only prized for their gold and their stature but for their craftsmanship. Watches, well watches like these, are collector's pieces and therefore a solid investment in a time of financial insecurities on the markets and other risky ventures. 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 admired.



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