

Buying Time

By Michelle F. Solomon

“You can’t wear your car into a boardroom,” says one watch collector who has amassed 50 luxury watches, each costing no less than \$3,000. While not everyone wants to make such a statement, watches have entered the 21st century as being not only functional tellers of time but also symbols of status and true reflections of personality.

“Now they are investment pieces. The more complicated, the better,” says watchmaker Scott Heisler, owner of Orlando Watch Company.

In this fashion-forward world of horology, it isn’t so much what watch you’re wearing, but how you’re wearing it. Watches have surpassed their singular role to play an existing and inspiring part in the ritual of daily accessorizing. Because of this heightened awareness, there is a dizzying array of selections ranging from the supreme to the sublime: sumptuous dress watches by Cavalli and Gevril, playfully elegant watches by Le Vian, exquisitely crafted car-inspired watches by Breitling, striking sport watches by Michele, elegant automatic watches from Cartier, and the sleekly utilitarian timepieces from Swiss Army.

What it ultimately comes down to is selecting a watch that is as individual as the wearer. Wear your heart on your sleeve, or wrist, so to speak. If bigger is better, then reach for the oversized. If you’re a rule-breaker, sport a diamond bezel alongside denim. “You can pretty much tell a person’s personality by their watch. Someone can be wearing a \$50,000 watch and you wouldn’t even know it because they are ultra-conservative. Then you’ll have the person wearing a \$50 watch that they’ve picked out to definitely get noticed,” says Heisler.

Consider the statement you’d like to make. Is it glamorous, bold, artistic, or sweet? Whatever the mood, there’s a timepiece ready to step out and match the moment.





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1. BREITLING BENTLEY MULLINER

TOURBILLON: Like the jewel in the crown of Bentley, the Mulliner Tourbillon chronograph is rare, since only a few dozen will be released. Exclusivity also comes with privileges: The watch can be customized to its future owner's specifications.

2. MICHELE MINI URBAN DIAMOND:

Some 116 diamonds envelop the square face and seamlessly blend with the stainless steel band to create striking elegance fit for all special occasions and stylish everyday use.

3. ROBERTO CAVALLI COCO:

Made of gold-plated stainless steel, the Coco features a band inspired by the texture of crocodile skin to create a savage chic style.

4. SWISS ARMY CHRONO CLASSIC

LADY: The adventure begins with the fusion of femininity and precision styling in a top-notch chronograph for ladies. Select from a white, pink, or light blue mother-of-pearl dial, then complete the look with the ultrasoft white lamb leather strap.

5. GEVRIL AVENUE OF THE

AMERICAS: Part of a limited edition of only 100 pieces, this stunning timepiece features a mother of pearl and silver guilloché dial, a Louisiana crocodile leather band and 2.25 carats of Wessleton diamonds.

6. BALLON BLEU DE CARTIER FLYING

TOURBILLON: The first watchmaking creation to bear the Geneva Seal hallmark, its slate gray dial is highlighted by an open-worked grid for the minutes. Solid and open spaces bring a new perspective to telling time.

7. LE VIAN SAHARA CARDONA

ZAG 90: Exotic and eye-catching, the teardrop-shaped case and chocolate diamond bezel combine to create a striking profile. A genuine lizard strap with diamond accents on the buckle completes the captivating timepiece.



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