

GRAND SEIKO'S WATCHMAKING STUDIOS

# WatchTime

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# TUDOR

## TESTING THE BLACK BAY BRONZE

products. This even included brands like Parmigiani with watches available for less than \$10,000 and Ulysse Nardin with a tourbillon for less than \$30,000. In absolute numbers, Baume & Mercier's new Clifton Club for \$1,950 was most likely the most affordable SIHH novelty in Geneva.

#### 4 LINKS TO THE AUTOMOTIVE INDUSTRY

Next to the world of sailing, cars continue to dominate – not only for marketing reasons, but fortunately also for research and development. Some examples: Baume &

Mercier launched a new Shelby Cobra edition, Roger Dubuis added Pirelli as a partner, Richard Mille continues to work with McLaren (which led to the development of the lightest chronograph, the RM 50-03), Parmigiani with Bugatti, and Montblanc's new TimeWalker collection also started its engine in the world of auto racing.

#### 5 COMPLICATIONS AND NEW RECORDS

We already mentioned Richard Mille's RM 50-03 Graphene-based 40-gram chronograph (the movement alone weighs just 7 grams), which also turned out to be

one of the most expensive releases this year. But quite a few other brands were also able to surprise the audience with yet another ultra-complicated addition to their top-level offerings: for example, A. Lange & Söhne's Tourbograph Pour Le Mérite added for the first time a perpetual calendar to the range, and Vacheron Constantin's Celestia Astronomical Grand Complication 3600 combines astronomy and watchmaking with 23 astronomical complications. And its calendar doesn't need any intervention other than a date change every 400th edition of future SIHHs.

## Luminox: Changing Hands

The two Swiss watch manufacturers, Andre and Ronnie Bernheim (Mondaine Watch Ltd.), have purchased the remaining 50 percent of Luminox watch companies and brand from the brand's founder, Barry Cohen. Luminox,

introduced in 1989, is best known for its rugged wristwatches, which have a self-powered illumination system.

The two brothers first bought a 50-percent share of the business from Cohen's former partner in 2006 and now

own the Luminox companies and brand in their entirety. They will now focus on a new brand positioning and campaign, and aim to grow Luminox worldwide with new products that will be presented in March. "We have great concepts and products under development, which we strongly believe will take the brand to a much higher level, even with the difficult nature of the industry at the moment," said Andre Bernheim.

Mondaine and Luminox will not show at Baselworld in 2017 but will hold its own exhibition adjacent to the main hall.

*Andre (left) and Ronnie Bernheim (center) have purchased Luminox from Barry Cohen (right).*

