

PRESTIGE

Lifestyle

Singapore

ALL IN THE FAMILY

Family businesses who get it right

MAGIC MOMENTS

Noted amateurs catch life on film

CEOS EFFECT CHANGE

Social innovators paying it forward

KINGS OF COOL

On running haute clubs in Asia

2010
POWERLIST
Industry stalwarts



DANGEROUS CURVES

SUCCESSFUL WOMEN AND
THEIR POWERFUL CARS





CHRISTOPHER LONG

AZIMUTH

Grooming: BENEDICT CHONG (0682-9390)

Christopher Long, 32, has a love affair with watches. It all started at age 15 when a friend showed him a working condition 1950s Tador watch, which he had inherited. By the time he was in university, not only did Christopher have a decent collection of vintage timepieces, he had begun sketching watch designs, often times during lectures. Now, he is one of those enviable few who have turned passion into profession. To capitalise on an upsurge in watch collecting worldwide, Christopher, together with business partner Alvin Lye, a dealer in vintage watches, founded Azimuth in 2003. The company produces complicated watches that set tongues a-wag for its never before seen designs, which

are unveiled yearly at Baselworld since 2007. About 1,500 pieces are produced a year at an average retail price of \$4,500. On the journey, he shares: "We initially faced many challenges as people did not understand the watch industry. No one in Singapore has actually done what we did — designing watch aesthetics and movement complications, and producing them in Switzerland. Financing from banks and support from government agencies were the most difficult as it is a new industry that is not on Singapore's economic focus. But with a well-defined brand identity, people began to understand our design language and values. We believe in letting our products do the talking."