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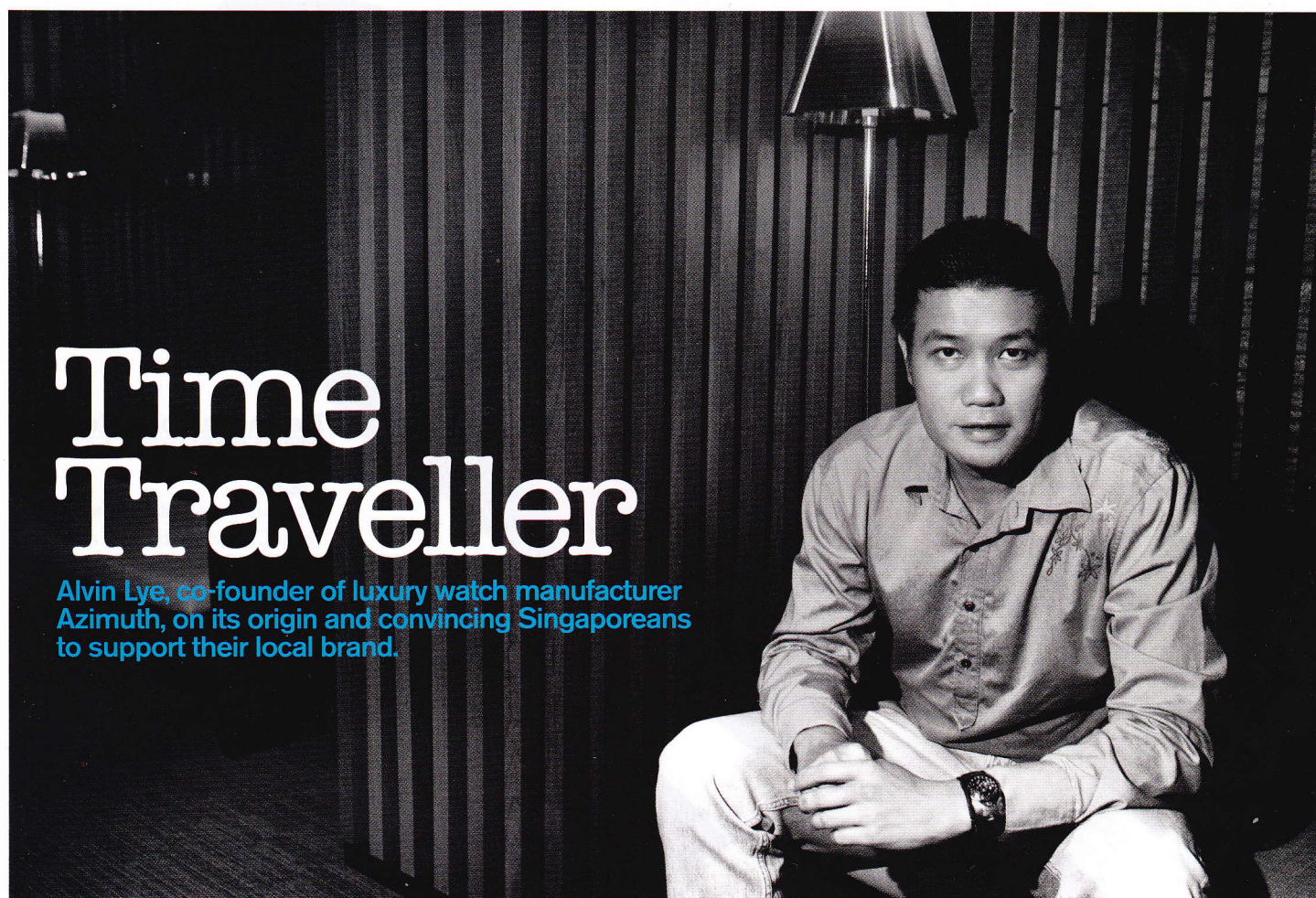
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CHRISTY YOW

RHYMES WITH "WOW"
YES, WE'RE SPEECHLESS TOO!



Meet... PETA's new hottie Azimuth's mastermind The Descent's Anna Skellern



WORDS: DENNIS YIN; PHOTOGRAPHY: EALBERT HO

Time Traveller

Alvin Lye, co-founder of luxury watch manufacturer Azimuth, on its origin and convincing Singaporeans to support their local brand.

In the beginning

"Chris (Long, co-founder) and I are extremely passionate about watches; we have a combined experience in the watch business of about 25 years. In 2003, we realised that Swiss watch companies were raising prices by an average of 15 per cent every year. Consumers had no choice and alternatives but to accept the increase. Watches with complications (chronographs, retrograde functions, etc.) suddenly became out of reach for the 'common man' and were becoming the playthings of only the rich and famous... I also recall bemoaning the fact that while luxury watches

segment of the watch world. We strive NEVER to be a 'me too' watch company and will never produce a 'me too' watch. Azimuth creations, be they simple or complex, have the signature Azimuth DNA. Part of this DNA is that a lot of our designs are inspired by non-watch objects, which is a first in Swiss fine-watch making. For example, our SP-1 Mecanique is inspired by a combination of three supercars; it lets owners have the feel of wearing a miniature supercar on the wrist... Our list of *avant-garde* designs also include the Mecha-1 MrRoboto that looks like the head of a tin toy robot; the SP-1 Spaceship that resembles

Thanks to our niche in the market and ability to come up with unique, different and avant-garde watches, we managed to grab the attention of a lot of watch enthusiasts all over the world.

abounded, none were really innovative and playful, yet able to command respect in the world of luxury watches. Chris and I were toying with new ideas: What if a watch could look like a car? What if a watch was made like a robot? One day, we decided to take the plunge and do something about it. That's when Azimuth Watch Company (AWC) was formed."

Thinking out of the box

"Azimuth strives to be extremely different in our designs for watches with complications, that's why we positioned ourselves in the *avant-garde*

the *Jetsons'* spaceship. The thing above the dial that shows the jump hour and minutes, is unique and invented by Azimuth and not available to any other companies in the watch world."

Defying skeptics

"One of the biggest hurdles was to convince Singaporeans to support Singapore's very own. It's funny because we were more welcomed overseas when we first started! There were a lot of naysayers here who laughed and said, 'Who do these two guys think they are? Designing Swiss-made watches is better left to the Swiss.' To most

people outside of Singapore, Azimuth is just a Swiss watch company. In fact, nobody bothered that Azimuth is Singapore-owned; as long as the watches were Swiss made, that was good enough for them."

Why we should own an Azimuth

"We focus on the unique selling points of our Azimuth brand — that the watch potential buyers are about to purchase is of high quality, mechanical, *avant-garde* design, and comparing apples to apples, they will get the biggest bang for their buck when they buy an Azimuth. Buying an Azimuth also shows your personality. Not everyone can carry off an Azimuth because you are what you wear and our designs are bold, unique and attention-grabbing."

For more information on Azimuth watches, visit www.azimuth-watch.com.

