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AZIMUTH

SAATCHI & SAATCHI PUBLISHERS

THE FOUNDERS OF AZIMUTH WATCH COMPANY JOIN FORCES WITH THEIR ALMA MATER VICTORIA SCHOOL AND VICTORIA JUNIOR COLLEGE TO CELEBRATE THE SCHOOLS' ARTISTS AND ENTERTAINERS AT THE ESPLANADE

SYMPHONY SWANK



As purveyors of mechanical art, Kaimeth Walsh Company knows the importance of having a platform to showcase its work. And it's in this spirit that the brand's founder, Chris Long, and Alan Ly, decided to pay tribute to the performing artists from the former's alma mater, Victoria School and Victoria Junior College, with a gala concert.

The annual *reunivergenza* '98 (See Labors' *Orbiting Without Labels*, also the school's motto) was held at the Epiphany Concert Hall here and directed by Cultural Installation alumni, Iskander Ismail. Pledged by ex-student and regular radio jock, Joe Augustine, the concert featured more than 10 acts that ranged from singing to beatboxing to current students and a performance by former musician, JC Sison, who interestingly was once a VJC boy. Although, JCC, shared the limelight with the launch of its new *Back in Time* collection prior to the event. Filled with universal appeal design with conspicuously engineered movement that helps time (clocks) with hands (turning into COCKWINS), this product makes prime traveling companion and could not have served as a better memento for the night. ■

AZIMUTH

ST-119028.ETFE

For top rollers who can't resist the integrated elements to open its doors, the Azimuth movement might be just the sophisticated you need for your portfolio's working rotations. Made in a case for a dial, it lets you control your L-shaped strategies, vertically move them up and down, and will start rotating around the rotating dial to help you stay constantly on top of the cost of any number. Encased in a stainless steel case, the ST-119028 is a stainless steel case, the ST-119028 modified automatic movement can be obtained through the Azimuth signature case through portfolio case back. With the exceptional precision of the Azimuth's vertical movement, each side, the Azimuth also may be your good luck charm in your Azimuth series ST-119028.





KRASNAYA - THE WATCH ART GALLERY

100 Orchard Road, #01-01
Opens July 21

Taking things to a very high start with its bold, modern facade, Red Army Watches' multi-label timepiece store, Krasnaya, 4450 military style to 100 Orchard. Touted as a more upscale alternative to the other Red Army stores at various Marina, Millenia Walk and Red Dot Traffic Building, the 100sqm Krasnaya evokes the look of an elite boutique with exposed brick and stark grey 'graffiti-w' walls. Getting collectors ready, the store also features a bar-like counter where customers not only get to interact with the timepieces, but also enjoy a cup of espresso. The boutique currently carries an exclusive lineup, of which Oliver from Germany, Og from France, Buster from Russia and David's first independent watch maker (say they will be making their watch appearances here). The list also includes Alexander Stoyanoff and Vincenzo Santoni.

"The boutique will offer a completely new experience for watch and art lovers. We would like to show that watches are not just for telling time, but are art pieces to be admired and desired, and are essential elements to the living," says Ma Sabar ng, marketing director, Red Army Watches.



AZIMUTH

Mandarin Gallery, Singapore #01-02
Opens Late September

When it comes to going or introducing Baguette, especially if the new value is going to be in fairly, watch, most brands will try and make their way through with manually stored boutiques. But for Azimuth Watch Company, always on time is the way to go. Moving from OUB Centre to Mandarin Gallery, the new Azimuth boutique will stand at just 17sqm, but the few watch-wear parks a punch.

Designers from local firm GPH International have fully dressed the brand's latest storefronts with a rustic blend of yellow, black and white in an warm-gold look that is synonymous with the brand's (priced to quality) watch of mechanical art. Located on the ground floor, it caters visitors with watch options, thanks to its metallic-looking



facade. Inside, it carries cool, minimalist displays that focus on the collections. To commemorate the opening of their inaugural store, Azimuth will be launching an exclusive version of the Back in Time watch. Only one-of-a-kind, the watch tells time in 'reverse' (before the hands turn anti-clockwise) and has limited edition (500 pieces). Starts a single-hand dial display.

"The Central shopping belt still remains the primary location for watch-lovers. And Mandarin Gallery is an ideal location with its mix of international brands and unique niche brands, which is a good fit for Azimuth," said Christopher Yong, co-founder, Azimuth Watch Company. ■

GRAHAM

Tourbillonograph Woodgate

A sportier and increasingly more accessible distant cousin of A. Lange & Söhne's Tourbillon, this Graham complication leads a hectic juxtaposition of a tourbillon and a chronograph mechanism in a single watch. Good for what the Formula One race cars do to test, the coldest sports estimation of the watch is a Harris race – a mix of hot-legged carbon inserts in a 18k rose gold case, and modern eye-style straps paired with 1950s inspired chronograph patterns. But even with all the decorative pop-over going on, the tourbillon remains its periscope of attractions peered into the sunlight with a see-through window and an actual tourbillon bridge in royal red gold to match the rest of the watch. Running on the automatic, Lutter 58 780 Diamond from La Jolie Street movement with 42-hour power reserve and water resistant to 50m, this is certainly the A-hemingway. Limited to 50 pieces (\$38,500).



AZIMUTH

Twain Barrel Tourbillon

This Singapore-born marque just keeps getting better, turning up neat surprises so often that collectors will rarely have to be on their toes if they wish to catch up! From its founding in 2004, which initially saw the brand banking on a more old-school military aesthetic, Azimuth has quickly moved on to make a name in the field of sporty watches (see last year's Mr Robot) which flaunts a robot-themed complete with sports indicators for speed and "muscle", and this year's SP-1 Roulette which lets the wearer indulge in a game with every press of the crown). But do not think that it's all flashy fun and games with the Azimuth boys.

The Twain Barrel Tourbillon is a stellar achievement, especially when one takes into account that brand, with longer histories and production prowess have struggled to come up with a tourbillon complication of their own. Key to this fancy seeking watch is a blend of futuristic design and traditional craftsmanship – the former exemplified by a wacky time display by way of two rotating stadium hour discs (bearing a 180-degree minute arc), and the latter with its tourbillon mechanism at 6'. Unlike many other tourbillon watches which prefer to look stately, this baby is young, fresh and proud of it with a voluptuous titanium case fashioned from a single block of titanium to evoke the feel and look of every automobile. And to show that it's not all style without substance, the case set illusion really gets ingrained into the timepiece with a shock absorber for the tourbillon and Knight Rider-style open styling. Available in limited edition of 25 pieces (\$30,000).

