



J K Shin
Co-chief executive
Samsung

I believe it will become a new fashion icon in the world. We had smartwatch-type products before, but they were mainly for making phone calls. What's different with the Gear is it's got far more useful functions



Kathy Savitt
Chief marketing officer
Yahoo

We wanted a logo that stayed true to our roots (whimsical, purple, with an exclamation point) yet embraced the evolution of our products. While the company is rapidly evolving, our logo - the essence of our brand — should too



Dennis van Schie
Sales chief
Sony

The Xperia Z1, which comes with a 20.7 megapixel camera and will be in stores this month, will help it gain ground in the US and China to become the biggest rival to Apple's iPhone and Samsung's Galaxy device



K K Jalan
Chief
EPFO

We will launch the facility tomorrow (Friday) where subscribers can track their accounts online on a real-time basis and check their updated accounts. All members, including those with inoperative accounts, will benefit from online access

GOLDEN TIGER & silver dragon

Luxury watchmakers target Asia with oriental aesthetics

NAZANIN LAN KARAN
International Herald Tribune

PARIS: Asia's hot market for luxury watches has cooled in the past year, but some of the most exclusive high-end watchmakers are still looking eastward, bringing new products to their Asian customers.

The future may be uncertain, but they say it is important to keep up connections, since Asian buyers still provide the largest share of their business.

Last year, according to the Federation of the Swiss Watch Industry, Swiss watch exports rose 10 per cent from 2011 to total 21.4 billion Swiss francs, or \$23.2 billion. Of that figure, Asia's market share was 54 per cent, or 11.6 billion francs, though the market barely grew, and some parts of it shrank.

The leading watch market worldwide, Hong Kong, worth 4.4 billion francs or 20 per cent of global exports, grew less than 7 per cent. Exports to China grew less than 1 per cent, and exports to Singapore shrank nearly 2 per cent.

Still, somewhat better times may be ahead. A bilateral trade deal signed by China and Switzerland in July would go into effect in mid-2014, removing or reducing customs duties applicable to Swiss watch exports over the next 5 to 10 years. In 2012, such exports were valued at 1.65 billion francs.

China at present sets an 11 per cent import tax on all watches and an additional 20 per cent luxury tax on those priced above 1,500 francs.

Given the scale of the Asian market and the prospect of some reduction in Chinese trade barriers, it is not surprising that several luxury watch brands are continuing to target buyers, both men and women, with models inspired by Asian aesthetics.

The Dutch independent watchmaker Kees Engelbarts, now based in Geneva, is one of the leading exponents of a style heavily influenced by Asian art and craftsmanship.

A renowned engraver who set up as an independent in 1997, Engelbarts specialises in Mokume gane, a mixed-metal laminate technique that he learned in Japan in the 1990s. The technique goes

back to traditional sword making, in which hot metal was folded into layers, then shaped by hand. Engelbarts has used it for nearly two decades to create Asian-inspired motifs in his handmade timepieces.

"I play with Asian motifs like the dragon, the tiger or the serpent because I can use my imagination in the design," Engelbarts said by phone from Geneva. "In the past 10 years, I have sold most of my production in Asia," he said.

Initially focused on Japan, Engelbarts turned his attention to China as the economy there soared while Japan's continued to sputter. "This year, in addition to my distributors, I will sell through a private club in Shanghai that caters to extremely wealthy clients who want products you cannot find anywhere else," he said. "They buy three to four watches a year from me."

Engelbarts produces about 30 watches a year, at prices ranging from €60,000 to €200,000. This year, he is promoting his Organic Skeleton, a design with a platinum case measuring 1.65 inches in diameter and a hand-engraved, skeletonised, manually wound movement. The watch, of which he has so far made two pieces — one of them with a tourbillon complication — is decorated with Mokume gane, creating abstract motifs in tarnished or oxidised bronze, red gold or Shakudo, a dark brown Japanese alloy of gold and bronze.

"I call it organic skeleton because I start by taking away material, and the end result is a hand-engraved product that looks like an irregular and rough-looking rock but is actually carefully hand-polished," Engelbarts said.

Last year, he collaborated with another independent watchmaker, the British-born Peter Speake-Marin, to create Immortality, a one-of-a-kind timepiece with a hand-engraved solid silver dial featuring a stylised dragon.

The oxidised three-dimensional bas-relief engraving of the dragon was set inside a signature Speake-Marin Piccadilly case in 18-karat white gold with a diamond-set bezel.

"This timepiece is immortal, thanks to the agelessness of the dragon, the eternity of the diamonds and the infinity of the



TIMES ARE A'CHANGIN: Given the scale of the Asian market, it is not surprising that several luxury watch brands are continuing to target buyers with models inspired by Asian aesthetics

time it tells," Speake-Marin said in an interview at the Baselworld trade show last April.

Underlining the still-growing importance of the Asian market to his business, Speake-Marin said he had added a marketing director to his staff of 11 this year, just to handle potential Asian clients.

His new timepiece, the limited edition Triad, introduced at Baselworld, features triple hour-minute indications over an open dial, set in a 42-millimeter stainless steel case surrounded by a red gold bezel.

The 88 pieces are priced at 25,000 francs.

In Western references to China, the word triad is often applied to organised crime gangs; but that was not what Speake-Marin was thinking of.

"It's the first association people make to the name, but when it is placed in the context of art, music and horology, it is quickly explained and understood by people," he said.

"Triad is a tribute to the number three and its many meanings," Speake-Marin



said. "It represents the three generations in my family, but also symbolises perseverance, resilience and spirituality."

Even the understated and highly classical brand Laurent Ferrier has ventured into Asian motifs, adding two models to its Galet Secret collection — the Dragon and the Serpent — designed in partnership with Meissen Italia, a unit of the German porcelain maker.

The watches feature a highly complicated tourbillon double balance spring caliber and dials made of razor-thin Meissen porcelain decorated with a trompe-l'oeil miniature dragon or serpent that can be hidden or revealed by a fan shutter mechanism activated by a push button in the crown. "We are the only watch brand to work with the 300-year-old company Meissen to create hand-painted dials," said Olivier Müller, then chief executive of Laurent Ferrier, in an interview in Basel last April. "Our client can choose both the design and color of the dial."

The Paris-based brand Chanel has also come up this year with a limited set of hand-decorated timepieces in its new Mademoiselle Privé collection, inspired by the art and scenery of Asia, aesthetics highly appreciated by Coco Chanel.

The new collection features the Mademoiselle Privé Coromandel timepiece decorated with Asian boat scenes, and the flower-inspired Petals Camellia.

Taking another route to engage with its Chinese market, the Swiss brand Christophe Claret, based in Le Locle, in the Jura region, recently adopted a Chinese name. It says China accounts for 20 per cent of its global sales, and it plans to open two new outlets in mainland China to add to its existing locations in Macau and Hong Kong.

Written in simplified Chinese characters, and pronounced ke lai tian yin in the romanised phonetic pinyin system, the ideograms of the Chinese name refer, the brand says, to the first syllable of "Claret" and a Chinese proverb evoking "sound from the sky" — Christophe Claret is known for its complicated chiming watches.

Versace to sell minority stake to private investors

VINICY CHAN
& ANDREW ROBERTS
Bloomberg

Gianni Versace, the Italian luxury-goods maker weighing options to pay for growth, said it plans to sell a minority stake privately before selling shares to the public in three to five years.

"We decided to open a minority stake sale before an initial public offering," chief executive officer Gian Giacomo Ferraris said on Thursday in Macau, where the Milan, Italy-based company unveiled plans to open a hotel in 2017. "We're well on track for this," he said, declining to specify Versace had started talks with potential investors.

Ferraris said in June that the Italian maker of \$950 flower-print jeans expected to decide by October or November whether it would sell a minority stake publicly or privately. Versace hired

The company, founded by the late Italian designer of the same name in 1978, has a valuation of about €1.4 billion

Goldman Sachs Group and Banca IMI last year to explore growth options. Versace expects double-digit percentage growth in sales in each of the next three to five years, Ferraris

said on Thursday.

In 2012, Versace reported Ebitda of €44.5 million on revenue of €408.7 million. The company, founded by the late Italian designer of the same name in 1978, has a valuation of about €1.4 billion, based on the 32 times earnings before interest, tax, depreciation and amortisation, that Qatar's Mayhoola for Investments SPC paid last year for Valentino Fashion Group.

Donatella Versace and her brother Santo Versace have helped run the company known by its Medusa-head logo since their brother Gianni's murder in 1997. Donatella serves as creative director, while Santo is chairman.

Donatella owns 20 per cent of Versace, Santo owns 30 per cent and Donatella's daughter Allegra, a non-executive director, owns the rest.

WHATSINIT
4me

QUALCOMM

Qualcomm is an American global semiconductor company that designs, manufactures and markets digital wireless telecommunications products and services. Headquartered in San Diego, CA, USA, the company has 157 worldwide locations. The parent company is Qualcomm Incorporated (Qualcomm), which includes the Qualcomm Technology Licensing Division. Qualcomm's wholly owned subsidiary, Qualcomm Technologies, (QTI), operates substantially all of Qualcomm's R&D activities, as well as its product and services businesses, including its semiconductor business, Qualcomm CDMA Technologies.

Qualcomm was founded in 1985 by MIT alumnus and UC San Diego professor Irwin M. Jacobs, USC and MIT alumnus Andrew Viterbi, Harvey White, Adelia Coffman, Andrew Cohen, Klein Gilhousen, and Franklin Antonio. Jacobs and Viterbi had previously founded Linkabit. Qualcomm's first products and services included the OmniTRACS satellite locating and messaging service, used by long-haul trucking companies, developed from a product called Omnitel owned by Parviz Nazarian and Neil Kadisha, and specialized integrated circuits for digital radio communications such as a Viterbi decoder. In 1990, Qualcomm began the design of the first CDMA-based cellular base station, based upon calculations derived from the CDMA-based OmniTRACS satellite system. This work began as a study contract from AirTouch which was facing a shortage of cellular capacity in Los Angeles. Two years later Qualcomm began to manufacture CDMA cell phones, base stations, and chips. The initial base stations were not reliable and the technology was licensed wholly to Nortel in return for their work in improving the base station switching. The first CDMA technology was standardized as IS-95. Qualcomm has since helped to establish the CDMA2000, WCDMA and LTE cellular standards. In 1991, Qualcomm acquired Eudora.

Source-Wikipedia

Source-Wikipedia

Source-Wikipedia

Source-Wikipedia

Source-Wikipedia



A shower that provides colour therapy

Queo brought in the Chromo Showers, a luxury product which will set a new benchmark for self-indulgence. Blending luxury and wellbeing, the chromo series emulates the dynamics of water as it occurs in nature and uses "Chromo therapy" — the science of using colours to improve one's mental and body health.

From dancing drizzles to a full bodied rhythm of falling rain, the shower is built to weave around user's life. No detail is small, no feature is ignored.

₹ 2,98,494 onwards

Tata swach's cristella plus

Tata swach cristella plus comes with a scratch-resistant, sturdy body and has the new fast-action ultra-light tata swach bulb as the cartridge. The tata swach bulb purifies up to 3,000 litres water.

₹ 1,499

Addimon.com's Ganpati collection



Addimon, the online diamond destination kick starts its festive season with a Spiritual touch. On the joyous occasion of Ganesh Chaturthi Addimon.com launches its special line of Spiritual pendants- Ganpati collection. for this year's big Chaturthi, you can bring home a lovely Ganesha pendant from Addimon.com, for you or for a loved one.

₹ 20,000

Intex technologies launches Aqua i7

Aesthetically designed, one can experience the vibrant world of hues come alive with a 5 inch full HD 1920x1080p screen. Equipped with one glass solution display technology and Corning® Gorilla® Glass the phone is protected against any scratches and impact. Operating on Android 4.2 Jelly Bean OS, powered by 1.5GHz quad core processor with 2gb ram makes it a smooth and richer user experience. An impressive 32 gb internal memory ensures that you never run out of space while capturing valuable moments with friends and family.



₹ 21,900

Send information to mybrands@mydigitalfc.com

mail to:
mybrands@mydigitalfc.com