

BASELWORLD

Daily News

HIGHLIGHTS
FRIDAY, MARCH

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Swiss Federal President Ueli Maurer (centre) cut the ribbon with Eva Herzog, member of the cantonal government of Basel-Stadt (left) and Michel Loris-Melikoff, Managing Director of Baselworld (right)



Photo: Keystone/DPA-Picture Alliance

Baselworld opens a new chapter

Federal President Ueli Maurer emphasizes the importance of the trade show venue

By Axel Henselder

The traditional ribbon cutting took place yesterday morning, with many officials from the city and country, including Federal President Ueli Maurer. At the opening ceremony, Maurer

stated: "Baselworld is the platform for us all. I'm delighted by the enthusiasm, passion and commitment with which products are presented here." He sees markets and trade shows as achievements of civ-

ilization, and he views the exchange of merchandise, ideas, opinions and knowledge as a catalyst for culture, science and, ultimately, for politics. "No screen or monitor can depict this," Maurer declared.

Eva Herzog, member of the cantonal government of Basel-Stadt, agreed: "With digitalization, we are now experiencing the fourth industrial revolution. The format of a trade fair per se faces major challenges. The virtual world cannot facilitate face-to-face interactions. I would therefore like to thank the exhibition management for achieving these major changes in such a remarkably short time."

Hans-Kristian Hoejsgaard, interim CEO of the MCH Group, said: "For us, this year's edition of Baselworld marks the transition to a new exhibition concept for 2020 and afterwards. We have already implemented a number of innovations in our show concept for 2019 and thus made Baselworld more attractive so it remains 'the place to be.'" Michel Loris-Melikoff, Baselworld Managing Director, added: "On my many travels during the past nine months, I have learned that this show plays a key role on an international level. Exhibitors, journalists and distributors in the USA, Japan, Hong Kong and Europe all share the fascination for Baselworld. Let's tackle the transformation of the world's leading trade show together! This year's changes are only the first chapter of the book about Baselworld's future."



EDITORIAL

Dear Visitors,

As the new President of the Exhibitors' Committee and on behalf of all of this year's exhibitors, I would like to welcome you to Baselworld 2019. This show is a special edition: 2019 is the first year of a new era. Starting now, Baselworld takes on a new form. This year's event is a new beginning.

Baselworld was and is the world's foremost show for watches, jewellery, precious stones and related industries. The stationary trade needs a show like Baselworld. This is especially evident in changing times. We all know how important it is to constantly evolve – not only as manufacturers but also as a trade show. Anyone who wants to achieve success must recognise the signs of the times and respond accordingly. We have all felt a close affiliation with this show for many years. We stand united, shoulder to shoulder. We work together. And we join forces in our shared commitment to restore Baselworld to its former strength. I look forward to the coming days and I am eager to see the response that our wonderful products will generate worldwide.

Marco Avenati
President of the Exhibitors' Committee

"New models in all segments"

Patek Philippe President Thierry Stern shares details about this year's line-up

Interview by Iris Wimmer-Olbort



Thierry Stern,
President of Patek
Philippe

Two new complications and 50 unique watches from Rare Handcrafts: Patek Philippe has plenty to show and tell at Baselworld.

BWDN: What do you expect from Baselworld 2019?

Thierry Stern: For Patek Philippe, Baselworld remains the yearly rendezvous with all our partners and retailers from around the world. It is always a pleasure to meet everyone, just like a big family reunion. There is plenty of positive energy surrounding the new models. This

is rewarding when you consider all the work that goes into developing a new watch or a new movement. And, of course, Baselworld is also a very important communication platform, a key moment of the year when we meet press representatives from all continents.

What are the highlights?

As every year at Baselworld, we introduce new models and new developments in all segments of our collections. We are currently presenting two new complications

with new movements: debuts like these do not happen every year.

Are you continuing your tradition of debuting breathtaking pieces from your Rare Handcrafts range?

Yes, we are presenting a collection of over 50 new, unique, limited-edition timepieces that can be admired at our booth. It is a rare occasion to view them in one place before they are sent to private collectors around the world.

> 1.0, D11

AUGMENTED REALITY

When you see the AR sign in this paper, additional content is hidden on the page. You can discover it with the Baselworld App. Open the app, choose "Augmented Reality" from the menu and scan the image with your phone. Enjoy!





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28 | JEWELLERY

BASELWORLD
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world

The latest
jewellery line from
Tirisi Moda is based
on an old closure
technique and sparks
enthusiasm among
modern women all
over the world

By Christel Trimborn

The zipper was first developed around 1851, but it took another sixty years for it to become the trailblazing invention in clothing that it is today. Now, a century later, the Dutch high-end fashion jewellery brand Tirisi Moda, which was founded in 2010, is welcoming the zipper to the fashion world of jewellery.

The “Zyp Collection”, a truly unique and innovative new series celebrating its world premiere at Baselworld 2019, is based on the familiar movement of a zipper. The absolute highlight of this sophisticated collection is the necklace, which moves up and down like an actual zipper. The detailed, rounded finishing adds an additionally feminine and glamorous spark to this appealing look. Where did the idea for this playful and dynamic collection come from? “Entrepreneurial women know what it feels like to zip through life: New York,

Paris, Milan. But while we zip from one place to another, staying in touch with our feminine side and remaining fashionable is key,” explains CEO and Head of Design Natascha Rotstein-Zuchowski.

This stylish businesswoman, who adores fashion, had already developed the creative concept for the Zyp Collection several years ago while zipping around the world, but its technical implementation turned out to be quite challenging. “Developing the Zyp in such a way that it would fit into the jewellery universe and function like a piece of premium jewellery was a major hurdle” Rotstein-Zuchowski recalls. Nevertheless, after three years of research, the brand finally found a way to strike the right balance between usability, aesthetics and quality standards.

Alongside the elegant yet powerful necklace, the innovative Zyp

Collection also offers a full range of rings, bracelets, necklaces and earrings. The young, fashion-forward Tirisi Moda brand and its diverse jewellery for everyday wear are admired by international fashionistas and modern jewellery lovers alike. No wonder: this brand is trying to break through the conventional ideas that prevail in the jewellery industry. Rather than bringing out one new collection each year, Tirisi launches new products at least three times annually. Fair and accessible prices are another attractive feature. “This allows us to offer impressive value for money and make the luxurious joy of owning high-end jewellery available to a larger number of independent women,” says Lorian Rotstein, who is responsible for marketing.

> 1.2, B96

Love, peace &
rock’n’roll

A. Odenwald's statements
of joie de vivre

By Axel Henselder

Odenwald created a classic piece some years ago with Tango, a freely rotatable ring with sapphires. Now the brand is introducing additional rotatable rings in the Messages series. Among the irresistibly touchable models are



Rings and bracelets from
Odenwald in 750 gold from
the Messages series

Odenwald rotatable
750 gold ring from
the Messages collection

messengers set with diamonds and engraved with inspiring words such as ‘Love’, ‘Peace’ and ‘Hope’. The collection also includes another new line consisting of rings and bracelets in 750 gold, with shapes clearly following the message. Wearers of these statement pieces will be sending out bold messages of strength, vivacity and self-confidence.

> 1.2, B44

Fire & colour

Victor Mayer's ‘Trance’ pendants

By Axel Henselder



Based in Pforzheim, this manufactory enjoys a global reputation for its masterpieces of the goldsmith's art and is particularly renowned for fire enamelling and guilloché. Very few companies still practice these classical arts. Victor Mayer's mix of traditional craftsmanship and contemporary jewellery design is all the more rare. One ex-

ample: the “Trance” pendants in 750 white gold, here with petrol-blue glass enamel, concave central section with flame guilloché and 30 diamonds. The pendant comes in over 50 colour combinations.

> 1.2, A19

Precious and
intriguing

The latest temptation from Pesavento
in gold and Diamond Dust

By Roberto Chilleri

Since Pesavento's silver jewellery conquered the high-end showcases, the Italian brand has become a benchmark within the sector. This prominent position has helped the company to realise the wisdom of launching a new collection in gold. The idea came about last January through a small test which produced such surprising results that the Vicenza-based brand immediately developed the two new gold collections that are now making their debut at Baselworld. Diamond Dust, the name given to the line that includes the two collections, embodies the quintessential Pesavento style, beginning with the use of diamond powder applied to the jewels. It recalls ‘Dust of Dreams’, the silver collections so popular among women. One

of the new collections in gold, called Basic, features clear lines and a hollow barrel, provides direct links to the history of Pesavento. In contrast, the geometric and rectangular shapes of Cocktail, the other collection, are slightly reminiscent of Jolie, a great success in silver. Cocktail is suitable for wearing throughout the day, from morning through till bedtime. Adding a sparkle to all models is Diamond Dust, in two different colours: dark grey on white gold jewellery and white on rose gold. It should also be mentioned that 18k gold is used exclusively and is the only calibre approved by the Italian company. All in all, this represents a bold new step forward by the luxury jewellery brand.

> 1.2, D39

