

BASELWORLD

Daily News

HIGHLIGHTS
SATURDAY, MARCH

23

04 | Julien Tornare, CEO of Zenith, has details about the Defy Inventor

10 | Jacob Arabo of Jacob & Co. on haute horlogerie and haute joaillerie

26 | Colour abounds in jewellery and watches at Baselworld 2019

30 | Al Coro celebrates the 20th anniversary of the Mezzaluna collection

Magic in its most beautiful form

Chopard delights its customers with a spectacular new collection

Interview by Christa Tröndle

In this interview, Chopard's Co-President and Artistic Director Caroline Scheufele talks about impressive jewellery innovations and other projects that are close to her heart.

BWDN: Would you be willing to reveal the special secret behind Chopard's new haute joaillerie collection?

Caroline Scheufele: Our goldsmiths developed an innovative setting technique that makes diamonds, sapphires, rubies and emeralds seem to defy gravity. The gemstones appear to float as if by magic and kindle a fascinating play of light. I have always dreamt of creating a jewellery collection in which you can no longer see the gold or the titanium. We primarily use the latter metal for earrings because titanium is lighter in weight than most other metals, for example, gold or platinum.

What other highlights have you prepared for unveiling at Baselworld 2019?

On the one hand, we are presenting several new editions in our iconic Happy Diamonds collection. Plus our popular Happy Hearts collection now includes new bangles that feature other

colours and also, for the first time, three small hearts.

Have you been able to keep the promise to use ethical gold exclusively?

Absolutely. We already began processing fair-trade gold in 2013 with the pieces of jewellery that we made for the Cannes Film Festival. Our customers experience it as an added luxury to know how the jewellery that they have fallen in love with was made. We firmly believe that luxury should be transparent.

Which is your personal favourite from Chopard?

That's a difficult question to answer. At the moment, I feel especially enthusiastic about the Magical Setting collection. Of course, the Happy Hearts bangles are especially close to my heart too – and not just because they are so wonderfully casual to wear but also because their sale enables us to support various aid organisations, such as the Naked Heart Foundation, founded by Natalia Vodianova.

> L.O. D15



EDITORIAL

A warm welcome to Baselworld 2019. I would like to thank you all for your loyalty to Baselworld. Your trust serves as confirmation for us that we should continue along the path that we embarked upon last year.

For the MCH Group, 2018 was not an easy year, since we are undergoing a demanding transformation process. I can, however, assure you that Baselworld is, and will remain, a key element for our company. This year, 2019, marks the transition to a new concept as of 2020, highlighting the show as 'THE PLACE TO BE'. We are convinced that there has to be a world show for the industry in its entirety in the future too.

I wish you exciting days in Basel, interesting encounters and plenty of business.

Hans-Eriksson Wedegård
is the CEO of the MCH Group

"Innovation is in our DNA"

Ricardo Guadalupe, CEO of Hublot, talks cars and soccer

Interview by Christa Tröndle

Hublot is known for its expertise in new materials and involvement in arts, sports and more. Ricardo Guadalupe shares his insights.

BWDN: Is there something new in materials this year?

We invest a lot in R&D, design, materials and movements – in technology – in order to constantly bring innovation into our products. Through our Art of Fusion concept, we are able to create cutting-edge watches and have a very strong identity. Thanks to technol-

ogy and to our engineers, we continue to create groundbreaking products such as the Big Bang Unico Red Magic, with the first red bright ceramic in the world, and Magic Gold, which is the world's most scratch-resistant 18-karat gold. Innovation is in our culture, as it is part of our DNA.

You have two main pillars of interaction: Ferrari and football. Will these be the focus for 2019?

Kyllian Mbappé is the newest addition to the Hublot family, joining

the legendary footballer Pelé. Being able to bring together Pelé, who is the patriarch of our Hublot Family, and Kylian, our youngest-ever ambassador, is just one of those unique moments in life, an instant where time stands still to mark history forever.

On the automotive side, since 2011, Hublot and Ferrari have been fusing the very best of watchmaking and automotive expertise by making uniquely designed timepieces characterised by innovation, excellence and performance. Our collaboration has proven to be a real success.

> L.O. A05



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. Easy!



www.pesavento.com

Hall 1.2 // Stand B09



PESAVENTO

Art expressions



OPEN APP
AND SCAN
IMAGE