



IN FOCUS

COUTURE TIME | WATCH JOURNAL'S OWN LAS VEGAS SHOW
TEXT BY: MARIE A. PICON

The third edition

of Couture Time by *Watch Journal*—the watch segment of the annual Couture jewelry show—welcomed watch brands from around the world and America's top jewelry retailers to the luxurious Wynn Las Vegas, May 30 through June 3, for five days of meeting, buying and selling, plus a one-of-a-kind watch competition.



Watch Journal's Glen Bowen congratulating Alexander Philipp and Gustavo Calzadilla of Tutima

When Couture Time debuted three years ago, it offered an unmatched level of luxury and service. Now, with a track record of providing a world-class experience, Couture Time has firmly established itself as the premier trade event for fine watches in the US.

AMERICAN DEBUTS

While all the watch exhibitors showed new products, a number of exhibiting watch makers chose to make their US brand debuts at Couture Time by *Watch Journal*. As an example, clothing brand 2(X)ist unveiled its first watch, the NYC, a gadget lover's dream, designed by Jason Wilbur. The makers of Charriol jewelry introduced the Alor brand of women's

watches with cable bracelets and relaunched Magellan watches, introducing a wide range of new dials. Generating the biggest buzz of the show was Shinola, an all-new brand that assembles vintage-inspired watches and other products in a historical building in Detroit.

SHOW HIGHLIGHT

One of the highlights of both Couture and Couture Time by *Watch Journal* is always the Couture Design Awards, the culmination of a juried competition for exhibiting brands. Watch prizes were awarded in four categories—three juried categories and one category decided by visitors to the show. June 1 was the date and the Encore Ballroom was the place



The crystal trophy of the Couture Time Awards

it no easy decision for the jury of distinguished watch experts. This year's jury members were: *Watch Journal* international editor Keith W. Strandberg; watch journalist Roberta Naas of Niche Media; celebrity chef and watch collector Nick Stellino; watch collector Sam Yukon; Patek Philippe expert and author John Reardon; and, participating for the first time this year, Daryn Schnipper, senior vice president and chair of the international watch division at Sotheby's. Strandberg, along with *Watch Journal* marketing manager Hayley Merrill, announced the winners of the watch competition.



Hayley Merrill, Joe Romulus of TW Steel, Ana Martins of Ana Martins Public Relations, Jordy Cobelens of TW Steel and Keith Strandberg



Technical Excellence Award
TUTIMA
HOMMAGE
MINUTE
REPEATER



PRIZE-WINNING WATCHES

The prizes were dominated by new-to-the-market timepieces and brands, and each brand was a first-time Couture Time winner. The Couture Time Award for Watch Architecture went to the moon-themed and bubble-shaped Magellan Magelluna. The made-in-America Shinola Runwell took the Couture Time Award for Innovation. The Couture Time Award for Technical Excellence was claimed by the Tutima Hommage Minute Repeater, the first minute repeater wristwatch to be made entirely in Glashütte, Germany. And, finally, the Couture Time People's Choice Award went to TW Steel for its sparkling showpiece, a \$100,000 CEO Tech World Centennial, the most expensive watch ever produced by this brand. All in all, it was an incredible evening and a landmark moment for the award winners.

thecoutureshow.com



COUTURE TIME EXHIBITORS:

- 2(X)ist
- Alor
- Ball Watch Co.
- Bedat & Co.
- Bell & Ross
- Bremont
- Bulgari
- Chopard
- David Yurman
- Ernst Benz
- GlamRock
- Hublot
- Magellan*
- Marvin
- Mühle Glashütte
- Perrelet
- Philip Stein
- Shinola*
- Slyde
- Tutima*
- TW Steel*
- Gevril Group
 - Calibre
 - Catorex
 - Ferragamo
 - Fortis
 - Gattinoni
 - Gevril
 - Gio Monaco
 - Giulio Romano
 - GV2
 - Haemmer
 - Haurex
 - Johan Eric
 - Jowissa
 - Louis Erard
 - Maccaniche Veloci
 - Rüdiger
 - Versace
 - Versus by Versace
 - Viceroy

Event photos by Sam Yukon; award photo by Sandro de Carvalho