

REVOLUTION

OPERATING THE MACHINE WITH A HEARTBEAT

PHILOSOPHY OF AWESOME
DIVE INTO THE DEEP
WITH ROLEX

RETURN OF THE KING
THE COMECOMING OF
ROGER DUBUIS

THE SOUND-OFF
WE PUT FIVE
MINUTE REPEATERS
TO THE TEST

INEXORABLE
EVENINGS
VAN CLEEF &
CARPELS

HERMÈS DRESSAGE

BUILDING
THE FUTURE
ON THE
FOUNDATION
OF THE PAST

THIS ISSUE COMES WITH A SUPPLEMENT



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**IT ALL STARTS WITH
A BANG...**

Hublot continued to rock the world, rolling out its new, limited-edition Skull Bang watch. Channeling an über-cool rock-and-roll vibe, this rebel-inspired watch is made entirely of black ceramic. The stylized skull that takes pride of place in the center of the dial adds a liberal dose of mischief to its sleek, modern design. The watch is specially developed for the brand's friend and partner in Paris, Laurent Picciotto (left), whose passion and belief in the brand led him to open the world's first Hublot boutique in 2007, at 271 Rue Saint-Honoré in Paris. Aspiring owners of this watch had better take that address down; there are only 100 editions worldwide, and they're exclusively available at the Paris boutique.



**CAMERON DIAZ
JOINS THE TAG TEAM**



TAG Heuer fired the first media salvo even before BaselWorld 2012 officially began, unveiling the ambassador for its new collection, the Link Lady, on the eve of the opening day. With much mystery and intrigue surrounding the identity of the face for the new Link Lady collection, the suspense turned to excitement as the gorgeous Cameron Diaz took center stage next to CEO, Jean-Christophe Babin. The Link Lady was inspired by the iconic S-shaped links in the bracelet of the Link, and the dial comes in several colors to suit the mood and feel of the wearer, with an haute-couture piece, the Diamond Star, rounding off this extensive collection. Cameron Diaz joins the pantheon of celebrities who are already ambassadors for this illustrious brand, such as A-list actor Leonardo DiCaprio; sports personalities like Maria Sharapova, Lewis Hamilton and Jenson Button; and international names, Chen Dao Ming and Shah Rukh Khan.

