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# REVOLUTION

INTERNATIONAL VOL. 45  
USA ISSUE 74 WINTER 2017

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# GIVING THE PERFECT GIFT

*Looking for that perfect gift? America's best retailers have some advice for you.*

BY **KEITH W. STRANDBERG**

America's watch retailers are on the front lines of the watch industry, and as a result they see what is popular and selling well. They also see the mistakes that people make when they look to buy someone the perfect gift.



de Boule President Jeffrey Bartley and the de Boule Diamond & Jewelry store in Dallas, Texas.

The Girard-Perregaux Laureato Ladies (left); and the Tudor Heritage Black Bay Chrono (right).



## **JEFFREY BARTLEY PRESIDENT, DE BOULLE**

A timepiece makes a phenomenal holiday gift; it is a gift that can be worn every day, and it does not have to sit in a drawer. A special engraving can commemorate the gift and the occasion. Every time the wearer looks at that watch they will think of you. It is a great keepsake and very sentimental.

Most clients have a basic idea of sport or dress, bracelet versus strap. From there, our sales professionals are able to guide the client toward the perfect time piece, by asking questions that help define the choice based upon personality and lifestyle.

Don't have a preconceived notion, look at all possibilities. Don't buy a fad. Buy a piece from a maker

that has a great heritage and values and that won't go out of style. Don't shop by millimeter size. Choose timeless over trendy.

Most of the brands we carry do not sell online. You want to know that the watch is new and not preowned and polished to look new. Manufacturers' warranties are void if purchased outside of authorized retailers. We are able to stand behind the watches that we sell. You want to have a relationship with an authorized dealer for any warranty and or service issues that arise.

For men, I love the **Tudor 41MM Heritage Black Bay Chrono** on stainless steel bracelet. This new model from Basel 2017 combines racing along with the original aquatic heritage, and it's good looking. \$5,050.

For women, I recommend the **Girard-Perregaux, Ladies 18K pink gold and stainless steel 34MM Laureato**. The octagonal bezel set with diamonds makes this the perfect ladies watch to dress up or dress down. \$15,100.



**RAY GRENON**

**OWNER, GRENON'S OF NEWPORT**

A watch makes for a great heirloom. Almost everybody has a story about getting their grandfather's watch, not so many people have great stories about getting their grandfather's sweater. Skip the sweaters, give a watch!

To determine the perfect watch for a loved one, ask yourself some questions: What do they currently wear for clothing? Are they in a suit every day, so they need a dressier watch? Or are they casual every day, so a sporty watch would work? What watches do they already have? If they have a sports watch, get something dressy and vice versa. Do they wear any jewelry such as a wedding band? Try to match the color metal of the wedding band to the metal of the watch. Do they collect watches? What is something they don't have? If every watch they have has a black dial, perhaps it's time to get them a white dial.

When you go to buy that perfect watch, buy from a company that makes just watches, not a company that makes cologne or jeans. You wouldn't buy a refrigerator from a company that makes hand bags, would you?

Be careful when buying off the Internet. We've all been frustrated when calling for technical support for an issue and you can't get a human on the phone.



Grenon's of Newport owner Ray Grenon at his store in Newport, Rhode Island.

Alexander Shorokhoff Camomile (top right); and Speake-Marin Velsheda Gothic Black (right).

Online shopping can be a little bit the same way. With a brick and mortar store, you have a human who can help guide you in buying a watch, size the watch for you or your gift recipient and help you with service down the road. Plus, a lot of these sites are saying they provide warranties for their watches. What good are those warranties if they can't get parts? Why don't you ever see the parts for sale online like you would auto parts? Because the websites can't get them!

My men's watch recommendation is the **Speake-Marin Velsheda Gothic Black** — it has a very rare genuine black enamel dial which is very difficult to manufacture (most enamel dials are

white, black is far more difficult to do). It is housed in a very comfortable grade 5 titanium case with a very simple one hand indicating the time and the seconds displayed in the center by means of the rotating Speake-Marin topping tool logo. A unique looking piece with some signature manufacturing methods and limited to only 16 pieces worldwide. \$15,000.

The ladies piece I recommend is the new **Alexander Shorokhoff Camomile**. This timepiece has a hand engraved and enameled floral pattern on the dial and is limited to only five pieces. It has a self-winding ETA based movement that is also hand-engraved. \$6,300.

## JEREMY OSTER

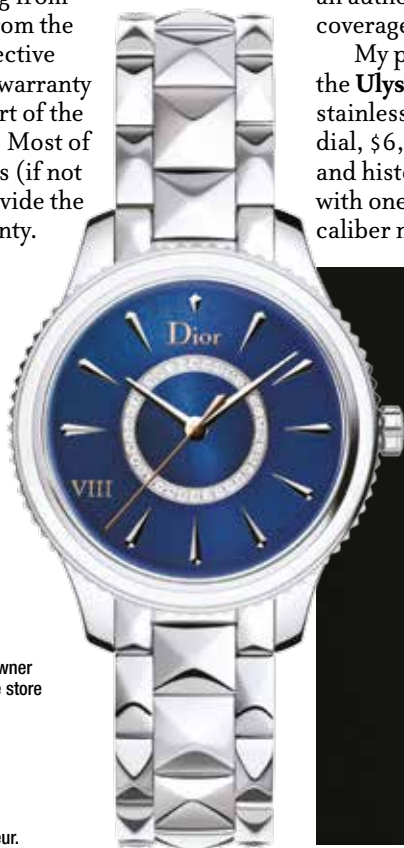
CO-OWNER, OSTER JEWELERS

Many gifts can be quickly forgotten or even have limited utility and use, such as electronics. A great watch, however, is the very essence of a gift that offers a continual reminder of the thought and caring that went into its selection. A watch is personal. A fine watch is an expression of one's individuality, taste and style. Few gifts offer the emotional connection and longevity of a fine timepiece.

You have to consider your loved ones' personal style and taste. Are they flashy or conservative? How do they dress? Do they lean towards brown shoes or black shoes? What is their usual attire and work environment? All of these questions help to ensure that the appropriate selection is made with all criteria considered. Also, it is a great idea to review the watches that the recipient already owns to ensure that there is not an overlap.

You should really talk to an expert who asks the appropriate questions such as the questions above. Before I make any recommendations personally, I ask a whole series of questions so that I can form a really great idea of the person's taste and style. As a result, we have great success with our gift recommendations.

The first and most important reason to avoid buying from the Internet from the buyer's perspective should be the warranty and the support of the manufacturer. Most of the online sites (if not all) do not provide the original warranty.



Oster Jewelers' co-owner Jeremy Oster and the store in Denver, Colorado.

Left:  
Dior VIII Montaigne.

Right:  
Ulysse Nardin Torpilleur.



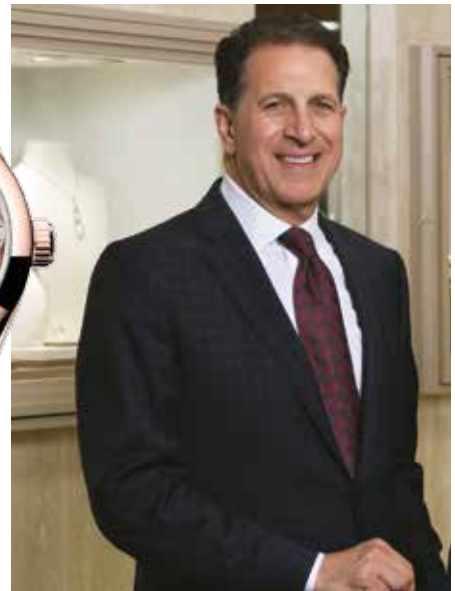
Instead, they usually provide their own limited warranty. Working with an authorized retailer provides full coverage and support.

My pick for a men's watch is the **Ulysse Nardin Torpilleur** in stainless steel — either blue or white dial, \$6,900. A classically beautifully and historically important timepiece with one of the finest manufacture caliber movements on the market

at a price that represents remarkable value for money.

For the ladies, I choose the **Dior VIII Montaigne** in steel, 32mm with a rich, deep blue dial. The color is quite unique and pairs perfectly with the center circle of pave diamonds. The beautiful details include a very subtle mother-of-pearl bezel. The shape of the bracelet links catches the light and adds real elegance. \$4,700





**PETER AHEE  
OWNER, AHEE JEWELERS**

A watch is a timeless gift that can remain in style for generations as a symbol of celebration. Not only does a fine timepiece represent quality and appreciation for its inner workings, but it can also mark achievement and commitment, as a watch is an item that adorns the wrist every day.

When choosing the perfect watch for a loved one, it is exciting to find a watch that fits one's personality, however keeping the design timeless so it can remain in style for years to come is equally as important. Without a spoken word, a fine timepiece can tell a story about a person...what story are you trying to tell?

There are many timepiece manufacturers available. Not all are equal. Understanding what makes a timepiece such as a Patek Philippe so special is particularly important when considering the value and work of art you are acquiring.

An authorized retailer is the customer's point of contact, not only for the initial purchase, but also for years to come. When a timepiece is purchased through alternative methods you are jeopardizing the integrity of the authenticity, the warranty and removing the contact point there to guide you when a watch needs servicing or cleaning. An authorized dealer has a strict set of guidelines that they are to follow; they are designed to not only protect the value of the brands' timepieces in the future, but also to retain the integrity of the watch you will someday own.



Ahee Jewelers owner Peter Ahee and his showroom in Grosse Pointe Woods, Michigan.

Rolex Lady-Datejust 28 (top); and Patek Philippe ref. 5164R Aquanaut (right).

For the men, I recommend the **Patek Philippe Ref. 5164R Aquanaut**, \$51,000, The Ref. 5164R Aquanaut is one of our favorites as it features an easy to operate travel time/dual time zone complication and in warm 18k rose gold on a chocolate composite strap, this timepiece can be worn with a business suit or a swimsuit.

For women, you can't go wrong with the **Rolex Lady-Datejust 28**, \$29,450. The new Lady-Datejust in 18k Everose gold featuring a Sunburst dial is a distinct statement piece that we really like. It's a timepiece both with the times and one that will stay that way for generations to come. ★

