



INTERNATIONAL WATCH

www.iwmagazine.com

SUMMER 2007

EBEL

Brazilian
Love Affair

HARD ROCKS

Dials of distinction

CATWALK

Guess rules
the runway

HER TIME

History of
ladies' watches

DIAMOND DELIGHTS

16 ways to make
a watch sparkle



What's that Pen

Writing instruments are fashionable and fun



Cartier pens

/ BY NANCY OLSON /

Women love pens. They like the fact that they come in a variety of styles and colors, they serve a purpose in their everyday lives, and they are great multi-taskers—just like today's busy women. Some pens are pure workhorses, just the thing to choose for specific tasks, such as letter writing, journaling or signing. Others are fashion pieces—the ones to complement a specific outfit, occasion or mood. Pens are colorful or sparkly, large or small, precious metal or resin. And above all, they are fun—to use, to “wear” and to own.

When choosing a pen, expect to be dazzled. Like a watch or a piece of jewelry, one's pen should be a pleasure to own and use, so the “love-at-first-sight” factor is an important one. Next, figure out what mode of pen you are interested in: fountain, rollerball or ballpoint. A fountain pen has lots of cachet, and contrary to what you might think, it is easy to fill with ink. A rollerball pen, like a ballpoint, uses a refill, though each uses a different type. Then check for comfort: a smaller pen may indeed feel more comfortable in a smaller

hand, but this is not always the case. Often it is the balance—the way the weight is distributed from front to back—that makes the real difference.

While many pens are designed for use by both genders, today's pen manufacturers have their ear to the ground, listening intently to what women need and want from their pens. Gone are the days when manufacturers would downsize a pen, color it pastel, and call it a “she.” Today's women have a range of choices from which to choose and, like the trend of women wearing a

You're Wearing?



Conway Stewart



Signum Python

men's oversize watches, some women actually prefer larger-than-average size pens. "I see a trend toward big pens with bold color. Women want to make a statement and using a larger pen certainly does the trick," says Maryann Zucker, U. S. distributor of the Italian brand Signum. Mary Burke of Conway Stewart, concurs. "I notice a continuing trend of women wanting a pen that is substantial. We have seen an increase in demand for pens crafted from precious metal and enamel, or resin pens that have metal inlays to enhance the weight," she says.

For those who prefer a smaller pen, or something that easily fits in a pocket or evening bag, there are many options. Cartier's

mini-ballpoint pens in pink, blue or white lacquer, with platinum-finish accents, offer style and a touch of whimsy—each has a Cartier charm dangling from its crown. Priced at around \$250, these exquisite little pens are perfect for gift giving or keeping—or both.

For the trendier among us, Signum's Nova Python is hot. Available with a mandarin, lime, purple, cocoa or white leather cap, these pens are the perfect fashion accessory. Priced at \$425, it is available as a fountain pen, rollerball or ballpoint, with gold or silver trim. At that price, who can resist matching one or two to an outfit or purse? "Women like to accessorize, and using a pen that complements your outfit



Chopard Racing

“Like a watch or a piece of jewelry, a pen should be a pleasure to own.”

or color scheme completes your look,” says Zucker.

The Luxury watch, jewelry and accessories brand Chopard has created the Racing collection of pens in a variety of colors—including girly pink. Chopard has long been associated with the Mille Miglia, the famous road race started in Italy in 1927, and produces a watch each year in honor of the famed event. Both pens and watches have a tire-tread motif, thus carrying the racing theme into writing. Pen styles include various combinations of rubber, resin and palladium- or gold-plated trim. Available at Chopard boutiques and select retailers, the cotton-candy colored fountain or rollerball pens look fresh and sporty—and very feminine.

Conway Stewart, based in England, offers beautifully crafted pens in a variety of styles and materials, including precious metal and lacquer. “We also aspire to theme pens that celebrate the life of strong female characters in history, like the first English female doctor, Elizabeth Garret Anderson, or the first British female commercial pilot, Beryl Markham,” says Burke. The English Rose fountain pen is a tribute to the eminent British icon, and it is a limited edition of 25 hand-painted pens using the art of maki-e. Priced at \$5,250, the pen is a masterpiece of vivid reds, pinks and golds spilling across the cap and barrel.

It is no accident that this year’s palette of colors and materials

in pens for women is synchronized with women’s ready-to-wear. And while Burke agrees that “pens and watches flow with the current fashions,” she emphasizes the importance of developing a personal taste and style, rather than being a slave to fashion. “An appreciation for the workmanship and the artisans who produce the pens demonstrates that women know what they want and need. We can personalize our pens through color choice, product knowledge and, of course, individual style.”

©