

SOCIETY



The Arrival of HYT

The Presidential Suite of Grand Hyatt Jakarta was the setting of the recent HYT brand launch in Indonesia. The first watch company to create hydro-mechanic watches, HYT or the Hydro-Mechanical Horologists, was warmly welcomed to Jakarta by the guests, many of them watch connoisseurs. A guest DJ played entertaining tunes whilst those in attendance enjoyed canapés and cocktails. The intimate evening was also graced by HYT CEO Vincent Perriard, as well as HYT Chairman, Patrick Bendoz, one of the founders of this new innovation in the world of haute horlogerie.



1. Yulivia Liaw 2. Mr. & Mrs. Tansri S. Benmi 3. Charles Sutanto & David Rimbo 4. Lina Lie, Jeffrey Lie, Qilin Lim & Johnny Widodo 5. Yugo Aviarto & David William 6. Lily Surrianti & Iswandi 7. Irwan Danny Mussy & Nikki Iri.

FEATURE

H1 Titanium Black DLC



# HYDRO-Power

HYT INTRODUCES A NEW  
WAY OF LOOKING AT  
TIME BY MIXING LIQUID  
WITH MECHANICS

The world of watch-making welcomes new innovations, techniques, materials and products every year. Though this may be the case, this prolific environment which fosters invention and creation was still pleasantly amazed when HYT, The Hydro Mechanical Horologists introduced their H1 timepiece at Baselworld 2012.

The idea of using a liquid to tell the time in a wristwatch had never been achieved before, though the dream definitely existed. To create the first HYT timepiece, a whole host of people were needed to cater to the creation of its parts. For the movement, Jean-François Mojon and his Chronode SA Team collaborated with Preciflex, the patent registration company created by HYT founders - Patrick Berdoz, Lucien Vouillamoz and Emmanuel Savioz.



H1 Iceberg



H1 Pink Gold FaceLift



H1 Dracula DLC



H1 Titanium

Meanwhile the bold design was the brainchild of Sébastien Perret, CEO of the brand, who instilled a strong muscular appeal to the watch.

**LIQUID TIME-TELLING**

It is not that easy to understand exactly how the H1 works. At face value, the watch already looks intimidating, but more can be said about the intricate technology and innovation within the timepiece. However, when you take the time and really go into the details, then any person would be able to appreciate the ingenuity behind the timepiece.

The watch has two flexible reservoirs at 6 o'clock fixed to each end of a thin tube that goes around the dial. One reservoir is filled with an aqueous liquid filled with fluorescein while the other houses a transparent viscous

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one. They are separated by the repulsive force of the molecules in each liquid, while a meniscus marks their boundary. As time passes, the fluorescent liquid advances or moves because of the alternating compression and expansion of the reservoirs. What makes the reservoirs move are two bellows made of a highly-resistant, flexible electro-deposited alloy, each driven by a piston, which in turn is activated by the mechanical movement or orchestrated by Jean-François Mojon and his Chronode SA Team.

To tell the time on the H1, one needs to first look at where the half-moon shaped meniscus is; this indicates the hour. At 12 o'clock, the minutes regulator shows the minutes. A small seconds display between 9 and 10 o'clock, which is reminiscent of a water wheel, counts the seconds. The power reserve indicator is located at 2:30.

When the fluorescent liquid completes a cycle or gets to 6 o'clock, it goes back to its original position.

**THE H1 AND H2**

HYT revolutionised the world of watch-making with its unique H1 timepiece. Measuring a staggering 48.8 mm in diameter, the H1 drew the attention of the watch industry as well as watch enthusiasts the world over. Several models have been released including versions in titanium, titanium and black DLC, black DLC and pink gold, pink gold and titanium with bronze. Featuring shot-peened and satin-finished surfaces, the watches come with complementary straps in rubber or leather. The fluorescent liquid which adorns the watch face also differs depending on the model, wonderfully portrayed in the

**FEATURE**

H1's evolutions: the Red 2, Iceberg, and Dracula DLC. The young brand has also displayed a great knack for playing with materials such as those seen on the Azo Project with its Azo polyepoxyde case; Graphite Project with its polyepoxyde case; Alumen Blue with its ALUN 316B case and the Velvet Gun with its titanium velvet gun PVD case. All these time-pieces are equipped with a 65-hour power reserve and water-resistant to 100 metres.

This year, HYT introduced stunning additions to its growing family of fascinating watches with the H2 collection. Created by The Hydro Mechanical Horologists and the Audemars Piguet Renaud et Papi team, the H2 pushes fluid mechanics to an entirely new level. The execution of the line was overseen by Guilio Papi and properly guided by the aim to further integrate fluids into the creation of watches.

The H2 features a totally different architecture than the H1. The bellows are now in a V position, which optimises the integration of the interface which connects the watch mechanisms with the fluidic system. At 12, the bal-



H2 Black DLC and Pink Gold



H2 Titanium and White Gold

ance spring can be seen while at 3 o'clock, a crown position indicator 'H-N-R' is reminiscent of the gear stick in a race car. Opposite this, another hand has been added and serves as a temperature indicator so the watch wearer will know when the fluid has reached opti-

mum temperature range. In the centre, a minute hand was designed to fit the design of the fluidic system and jumps every 30 minutes to avoid the bellows. Apart from these changes, the H2 model has also been given more power which now spans 192 hours or eight days.

**THE H2 COLLECTION IS AVAILABLE IN FOUR VERSIONS: IN TITANIUM BLACK DLC; 20-PIECE LIMITED EDITION IN BLACK DLC AND PINK GOLD; 20-PIECE LIMITED EDITION IN TITANIUM AND WHITE GOLD; AND A 15-PIECE LIMITED EDITION H2 TITANIUM PLATINUM SQ SET FOR RELEASE BEFORE THE END OF THE YEAR.**

The H2 collection is available in four versions: in Titanium Black DLC; 20-piece limited edition in Black DLC and Pink Gold; 20-piece limited edition in Titanium and White Gold; and a 15-piece limited edition H2 Titanium Platinum SQ set for release before the end of the year.

INTERVIEW – HYT CEO, VINCENT PERRIARD

## The Fruition OF FANTASY

THOUGH OBVIOUSLY BUSY, VINCENT PERRIARD MADE TIME TO SPEAK WITH THE TIME PLACE DURING THE LAUNCH OF HYT IN JAKARTA, INDONESIA



**V**incent Perriard is a man who already established his name by taking on the world of luxury goods and taking it to an altitude that not many would have imagined. Indonesia is a market he is already familiar with as he has visited the country several times to represent various brands before becoming the CEO of HYT, The Hydro Mechanical Horologists. He has worked for brands such as Audemars Piguet, Concord, Swatch Group, and in 2011 he left Techno-Marine after being instrumental in the increase of its sales, to establish HYT with his partners, and introduce a revolutionary concept within the watch-making industry.

Tracing back to HYT's background, it was the year 2012, in Baselworld, when HYT plunged into the deep sea of haute horology with their debut H1 Hydro-Mechanical watch that got everyone's attention like it was a meteorite, set apart amidst the myriad of other grand watch brands, and it secured for them the 2012 Geneva Watch-making Grand Prize for Best innovative Watch Concept (Grand Prix d'Horlogerie de Genève). The following year, at Baselworld 2013, they presented their H2 timepiece and HYT once again successfully received the adoration of watch enthusiasts all over the world. After the overwhelming hype and positive feedback surrounding the brand since its inception two years ago, the increase in demand, which has surpassed their production capabilities, is something they are currently tackling. Despite this, the men behind HYT have made a decision to open HYT to Asia to cater to the serious demand coming from watch collectors in Southeast Asia, especially in Indonesia.

When we caught up with him in Jakarta for a quick interview, the night before he was

due in Singapore, Vincent was busy attending meetings and preparing for the event to present HYT to the press and to Indonesia's watch collectors. Regardless of his busy schedule, Vincent was bursting with enthusiasm, as this trip to Southeast Asia was something he was truly looking forward to.

**TTPM: HOW ARE YOU VINCENT? IS THIS YOUR FIRST TIME TO VISIT INDONESIA?**

**Vincent:** No, no, I have been here numerous times. Previously I was with Audemars Piguet, Concord, and Swatch Group visit-

and even though we had a strong foundation, we had no clue how people would react towards our concept of mixing liquid into mechanical watches. In Baselworld 2012, we knew we had appointments with the media and interested business parties on paper but as the days passed, we did not expect that the impact we made in our small booth would be that massive. TV crews all over the world came by. Suddenly, people came into our booth with no appointment while I was talking with a person whom I already had an appointment with. It was crazy, but it was a great experience.

**IT WAS DEFINITELY NOT THE SAME 15 YEARS AGO, JAKARTA WAS VERY DIFFERENT BACK THEN. I PERSONALLY KNOW SOME INDONESIANS WHO ALREADY PURCHASED HYT WATCHES BEFORE WE ARRIVED HERE, AND THEY ARE EXACTLY THE TYPE OF PEOPLE WHO ATTRACTED US AND CONVINCED US THAT INDONESIA IS A STRONG MARKET FOR HYT.**

ing Indonesia. But under HYT, this is only my second time, a couple of months ago we arrived here and discussed our partnership with Time International. Now here we are again to plant our flag.

**TTPM: NOW GOING BACK TWO YEARS AGO WHEN HYT DEBUTED IN BASESWORLD, DID YOU EXPECT THE RECEPTION WOULD BE AS "WILD" AS IT WAS?**

**Vincent:** Of course not and I think that's the best thing to do, not to expect anything at the beginning. In 2010 we initiated the project

**TTPM: NOW GOING FURTHER BACK TO 2010, WHAT WENT THROUGH YOUR MINDS WHEN YOU GUYS STARTED THE WHOLE PROJECT?**

**Vincent:** Basically it was about two stories that became one. Let me start with Lucien Vouillamoz, our founder and chief technician. This is one side of the story. He grew up in the Lake of Neuchâtel, and grew up to become an innovator, someone always trying to find new inventions that could change the realities of the present. He was fascinated by a dream to inject liquid into a mechani-

**INTERVIEW**

cal watch. The other side of the story was my own. In 2008, I was fixated on mixing liquids and mechanics and created the Concord and the Quantum Gravity that won the Grand Prix of Geneva. However, in that particular watch, the liquid system wasn't as advanced as the one that Lucien had to offer. They convinced me by demonstrating a technology which went beyond the Concord Quantum Gravity that I could not believe it was possible at that time. I was thrilled with the challenge it presented and I believed that the existent innovation we would be offering the watch industry would be something outstanding.

**TTPM: DID YOU ALREADY HAVE AN IDEA WHETHER THE H1 WILL BE MORE APPEALING TOWARDS A PARTICULAR MARKET?**

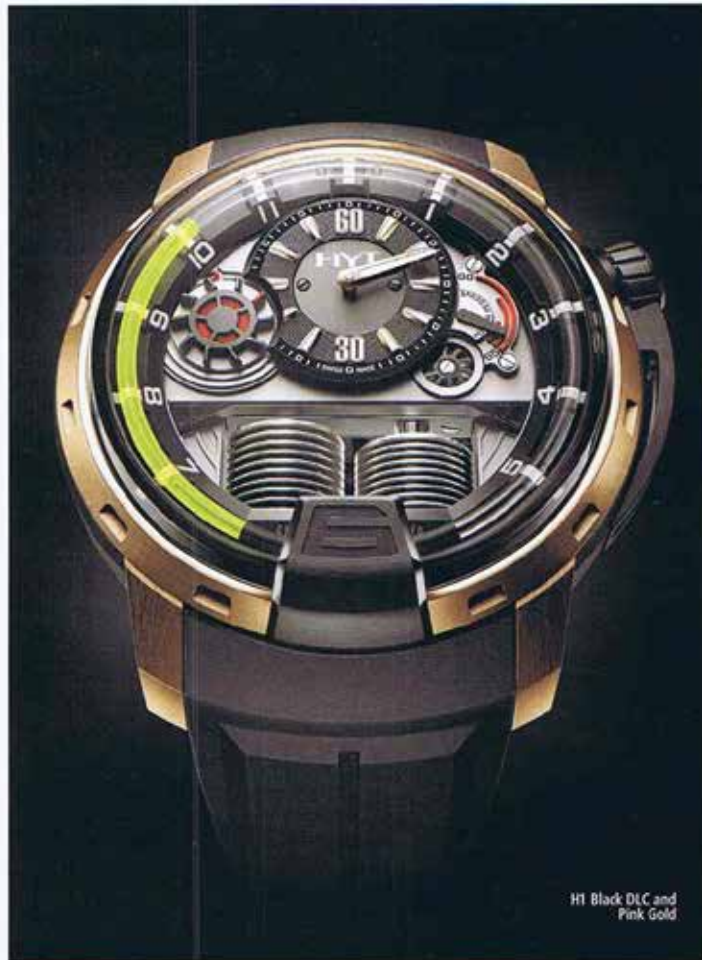
**Vincent:** Well we did some tests and got to meet a number of retailers and distributors, and the reaction we received was highly positive in the China market due to the fact that they relate the H1 towards the clepsydra or the water clock, that measured time by the regular dripping of water through a narrow opening which is their ancient culture of time telling. However, because of our initial success with the H1, the demand for our brand became so high that we did not have to pay particular attention towards one specific market. Our distribution is equal towards all continents, and we are only starting to spread our wings in Southeast Asia, specifically in Singapore and Jakarta, which we think are the most important markets at the moment.

**TTPM: AND WHAT MAKES THE SOUTH-EAST ASIAN MARKET VERY IMPORTANT TO HYT?**

**Vincent:** You have the craziest watch aficionados that you can meet in the world! They're all here in Indonesia, Singapore and Malaysia. This particular market is not a conservative one. People here are willing to pay the price of a grand and innovative watch that stands out in the crowd. It was definitely not the same 15 years ago, Jakarta was very different back then. I personally know some Indonesians who already purchased HYT watches before we arrived here, and they are exactly the type of people who attracted us and convinced us that Indonesia is a strong market for HYT.

**TTPM: NOW WHAT CAN WE EXPECT FROM HYT IN THE NEXT, LET'S SAY FIVE TO 10 YEARS?**

**Vincent:** That's a very good one. You know, I like to call some events "good accidents," like what happened two years ago. Along the way we found other innovations coming out of our hands, but I can't tell you much more



H1 Black DLC and Pink Gold

in the meantime. All I can say is that today we use liquid to indicate time, and tomorrow we will use liquid to activate something in the watch mechanics. So the liquid will be an improvement towards the movement inside the watch. That's about it for now. But to answer your question, in the short term we will launch our H3, which has a linear time indicator like a bar rather than the circular nature that we see in the H1 and H2. Then this will be followed by the skeletonised version of the H1 that has a lighting system inside the watch for better functionality in the dark. All that will be revealed in Baselworld 2015.

**TTPM: LASTLY, KNOWING THE HIGH INNOVATION THAT YOU HAVE INVESTED**

**IN YOUR WATCHES, YOU MAY NOT BE AFFECTED BY COUNTERFEIT PRODUCTS. BUT WHAT DO YOU THINK YOU CAN DO AGAINST THIS MESS?**

**Vincent:** Counterfeit watches are definitely a problem. But when you are highly innovative in creating your watches, it is impossible to copy them. I believe that we at HYT create watches which are impossible to copy. As you can see, the overall complexity of the watch is visible just by looking at the dial; also the materials we use are the signatures of our brand and will be impossible to copy. Moreover, since we are a small company, this problem affects the bigger brands and this is an ongoing problem as it moves faster than we all are. In the end it's a question of self-respect when someone buys a counterfeit watch.