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Fit For A King: Inaugural Dubai Watch Week A Complete Success



Elizabeth Doerr
CONTRIBUTOR
I write about the world of mechanical and luxury wristwatches.

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Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum was the official patron of Dubai Watch Week as vice chairperson of the Dubai Culture & Arts Authority. But it was His Highness Sheikh Mohammed Bin Zayed Al Maktoum, ruler of Dubai, who caused a great deal of excitement when he came by the beautifully appointed exhibition, thoroughly touring all of the elements that *Dubai Watch Week* had to offer.

The prime minister of the United Arab Emirates (and ruler of Dubai, one of the Emirates) was one of an estimated 2,300 visitors to the event that spanned five days in the chic art galleries of the DIFC and the luxurious halls of the gargantuan Dubai Mall.

"The main objective of the event was to create a cultural and educational platform where industry professionals, collectors, media, and the public would have an opportunity to network," explained Melika Yazdjerdi, head of corporate communication at Ahmed Seddigi & Sons, the organizer of the first-time event. The family-owned and -run company, established in 1950, is the Middle East's largest retailer for luxury timepieces and jewelry. It represents more than 60 luxury brands across 65 retail locations in the United Arab Emirates.

"Thanks to the very positive feedback from the industry and audiences on their respective experiences, we believe that Dubai Watch Week has the potential of becoming a global event where the achievements of the watch industry are recognized through education and open discussions," Yazdjerdi continued.



An Art of Horology panel comprising (l to r) Marc André Deschoux (Watches TV), Vincent Perriard (HYT), Jean-Marc Wiederrecht (Agenhor), and Quill & Pod's Ian Skellern at Dubai Watch Week 2015 (photo courtesy Callie Image)

During the course of the week, Sheikha Latifa learned about the art of watchmaking by receiving a behind-the-scenes tour of the event's exhibitions and educational sessions and even attended a private watchmaking master class before paying a few visits to the *Art of Horology* forum, where she listened to insights from respected opinion leaders taking part in 16 different panels. I was personally very enthusiastic to see her attend my own panel on the Artistic World of Watchmaking, during which I discussed various artistic crafts with Bovet's owner Pascal Raffy and extraordinary watchmaker Jean-Marc Wiederrecht of *Agenhor*.