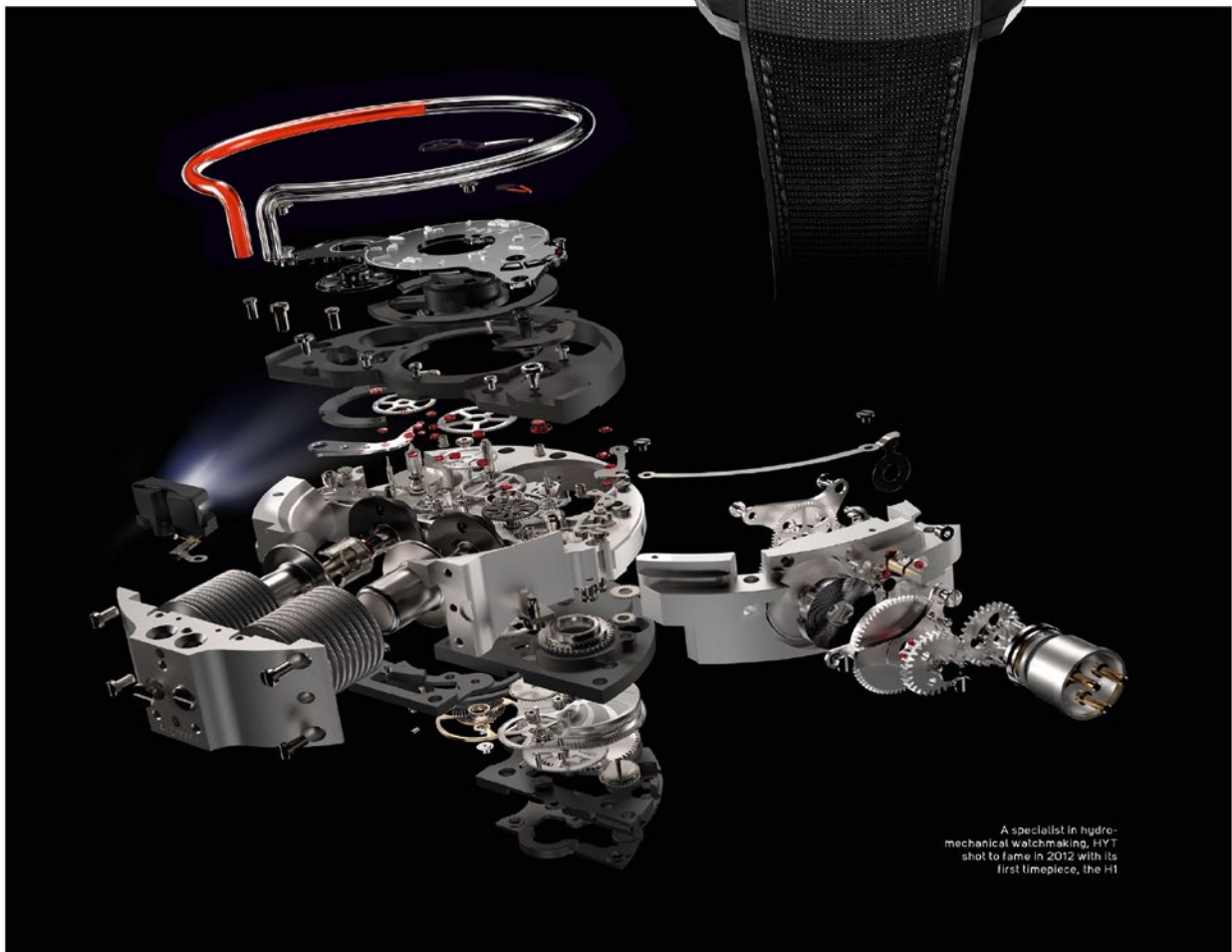




REPORTS

UNITING VALUES

The FHH is indeed redefining the meaning of haute horlogerie through an analysis of quantifiable and objective criteria, and placing special importance on young independent watchmakers, which will introduce more creativity and innovation to the SIHH. Vincent Perriard, CEO of HYT, notes, "Honestly, our type of watchmaking has become more and more important for the industry. HYT is the right example when talking about true innovation. The industry needs this type of groundbreaking horology as we are strong innovators and code-breakers, which will ultimately influence other brands for different types of clients. Today, you have five to 10 independents that truly influence the design, innovation, technology, and marketing of other big names."



A specialist in hydro-mechanical watchmaking, HYT shot to fame in 2012 with its first timepiece, the H1

REPORTS



HYT

Approached last spring by Lupo, the hydro-mechanical specialist that mixes mechanics and liquid in its timepieces gave its response within two weeks. CEO Vincent Perriard states, "We're very proud and honoured to participate in the SIHH, after only two and a half years of existence – I think this is a record and a world premiere! We were approached thanks to our very close friends at Audemars Piguet (who have exhibited at the SIHH for around 15 years), who thought it made sense to welcome highly innovative brands such as HYT. We have been an exhibitor at BaselWorld at the Palace and

had been asking them to give us more space in a different venue; nothing had changed, so we began to consider the SIHH. We are small, independent, and go very fast. I don't think we will lose any freedom. On the contrary, we believe it will boost our visibility, allowing us to reach the best watch retail networks on the planet and dramatically increase our exposure to the press. We will benefit from a very high standard of quality and organisation."

Happy to be exhibiting close to Richard Mille and Greubel Forsey – two brands it respects and that attract a similar type of clientele – HYT's financial commitment for its 100-sqm booth will be comparable to what it spends at BaselWorld. Having manufactured 405 watches in 2015, it hopes to reach 2,000 pieces annually in the future. "Our business expectations are quite clear. In the first semester of 2015, HYT saw a 45 per cent increase in sales compared to last year, same period. So we expect to have a solid increase in our business again in 2016, even in this challenging climate." It will showcase a new "Tradition" piece in association with Audemars Piguet Renaud & Papi at the SIHH, and believes 2016 will be the only year it will exhibit at both the SIHH and BaselWorld. After all, Neuchâtel is closer to Geneva than Basel.

DE BETHUNE

CEO Pierre Jacques says, "We have been exhibiting at the Hôtel des Bergues for a few years and enjoyed welcoming our partners, journalists, and collectors there with one of the nicest views of Geneva in a confidential atmosphere. But being part of the SIHH is a big step for our independent manufacture. A big step in terms of reaching qualified and connoisseur audiences, some of which have no idea of who we are, what we do and are able to do. Having the opportunity to present quality products and brand presentations to reach a public that shares our values and our vision of high-end watchmaking is unique. One of the biggest challenges will be to explore and open new markets, but for production, we will stick to our high level of quality and requirements and will be faithful to our motto: 'Not doing more but doing better.'"



De Bethune will keep its production to less than 500 pieces per year, while developing brand awareness and reaching new audiences globally. Although it will be spending much more at the SIHH than what it used to at the Hôtel des Bergues, it believes it will be well worth it, and just as it has done over the past eight years during Geneva week, it will present its new collection and one-of-a-kind timepieces.

MB&F

Founder and creative director, Maximilian Bösser, says, "Our booth will be minute – 60sqm – but that is truly all we could afford. We do not anticipate any development in our sales, as all our retail partners and potential retailers used to visit us in our hotel suite, and also because we have decided since 2013 that the company would not grow, so we actually cannot accommodate more orders. On the other hand, it will give us much higher visibility with the press – from the 150



journalists usually visiting us offsite, we should now have access to a large part of the 1,200 press members invited to the SIHH. But more importantly, it is time that we give back. Our retail partners and the press have been taking time out of their incredibly busy schedules to come see us offsite for so many years. Now that we have the opportunity, we should make their lives easier. It is also our way of saying thank you for helping us all these years."

For its 10th anniversary this year, MB&F launched nine new creations and, in 2016, it will propose 10 new pieces – almost one every month – with a few of them unveiled at the SIHH, although it will maintain production at close to 300 watches annually. It will also participate again at BaselWorld. "Our booth will remain the same in the buzzing Palace Hall. For years now, we have been presenting our first semester novelties during the SIHH and second semester novelties during BaselWorld. This system has been extremely effective and there is no reason why we should stop."



HYT H2 TITANIUM PLATINUM SQ

HYT timepieces are the product of much work in micro-mechanics, material science, and chemistry, and almost like miniature Rube Goldberg machines given their complexity. The end fully justifies the means though, and the H2 Titanium Platinum SQ is no different. The brand's signature fluid indicator displays the hour here, while a separate hand points out the minute, with a clockwise jump every hour when it reaches 30. Why indicate the time using such a complicated system? Well, why not? In titanium, with a platinum bezel. (\$275,000)


White shirt and knit tie,
Alfred Dunhill

EVENTS

MAKING WAVES

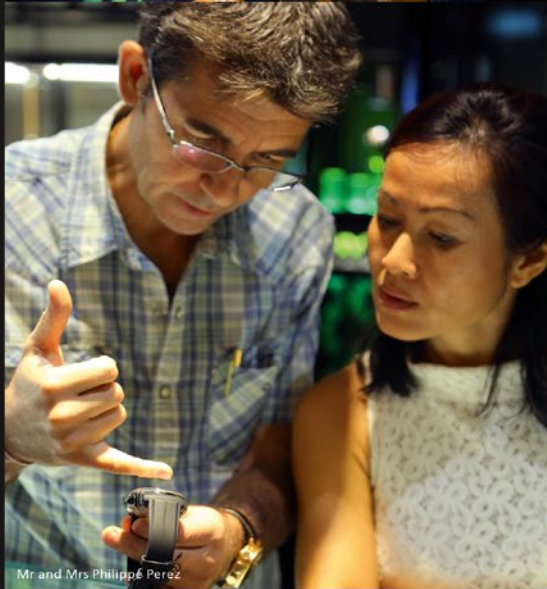
HYT and Sincere Fine Watches held a cocktail to celebrate their new partnership

HYT and Sincere Fine Watches have embarked on an exclusive partnership in Singapore, and kicked things off with a splash by hosting a cocktail party on 8 October. Held at the Sincere Haute Horlogerie boutique in The Hilton, the event was jointly hosted by Vincent Perriard, CEO of HYT, and Ong Ban, CEO of Sincere Fine Watches. The retailer's VIPs were introduced to the brand and its collections by Perriard; notable highlights included the H3, which gained much attention at BaselWorld 2015 in March. Given HYT watches' unique display of time using liquids, it was only fitting that a mixologist was brought in to serve up customised cocktails that evoked its watches.

Speaking of the partnership, Ong noted how HYT has "truly changed the game", and expressed delight at being able to offer its products exclusively within Singapore. Perriard echoed similar sentiments, and praised Sincere's ability to mix tradition and innovation, which mirrors his brand's philosophy. 



Vincent Perriard and guests



Mr and Mrs Philippe Perez



HOROLOGISTS Steven Krisman and Tanya Krisman



Vincent Perriard, CEO of HYT, introducing the brand's collections



Mr and Mrs Kenneth Ang

Jacquelin Liew and Kent Yar