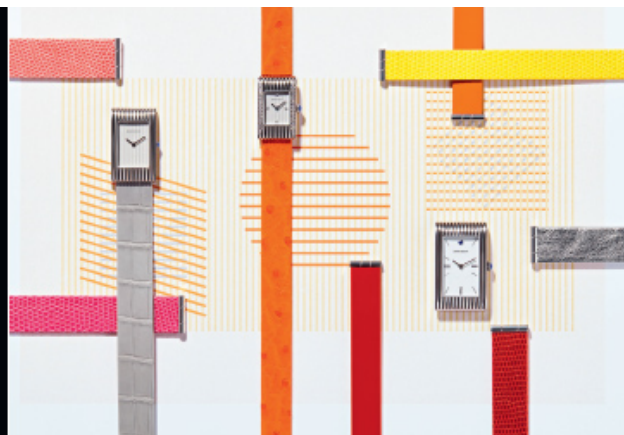




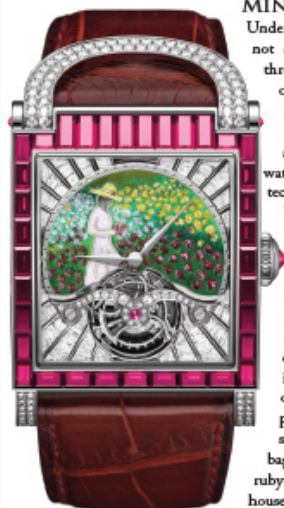
| By Smitha Sadanandan

**THE COLOR OF TIME** - Get ready to add another bright new addition to your watch collection with Zenith's Elite Lady Moonphase in fresh hues of yellow, apple green, red and turquoise that come with matching lacquered dials. The diamond-set bezel and dainty stainless steel case are contemporary and feminine, offering a bright new perspective on time. The mother-of-pearl dial is adorned with a star-studded deep blue moon disc with slender leaf-shaped hands, sweeping over stylized hour markers engraved on the dial. The Elite Lady Moonphase is fitted with color straps in alligator leather and has a protective rubber lining. Equipped with the automatic Elite Calibre 692, the timepiece has over 50-hours of power reserve. 'Tis time to dress up your wrist with color. [www.zenith-watches.com](http://www.zenith-watches.com)



**70 WAYS TO REFLET**

Boucheron updates the iconic Reflet. As part of the watch's 70th birthday this year, the maison has brought out eight new straps in vibrant hues and pastel tones. Featuring sculptured gadroons around the dial and sapphire cabochon winding mechanism, the Reflet timepiece with its interchangeable straps and simple geometric lines continues to remain in style. As always, motifs capture the inspiration. As you blow gently on the glass case, the steam from your breath reveals - on top of the hands - a hologram of the Vendôme column: the first jeweler on Place Vendôme, founded in 1858 by Frédéric Boucheron, often seeks inspiration from its address - the prestigious square in Paris. The maison, known for its transformable creations, made an invisible clasp that was patented back in 1944. The Reflet, available in steel or yellow gold cases, can now be worn in many different ways with leather or fabric straps in a myriad of colors; both light and bright. The style suits both men and women and come in various sizes - small, medium and large. Now, with 70 ways to wear Reflet, which one will you choose? [www.boucheron.com](http://www.boucheron.com)



**MINIATURE MASTERPIECE**

Undeniably, one of Geneva's best-kept secrets, (probably not anymore!) DeLaneau narrates inspiring stories through its outstanding craftsmanship. In its newest offering, Scarlet, pointillisme d'email (pointillism in enamel) and silver cloisonné techniques meld together to draw us into a stunning world of miniature artwork. None of the previous jewelry watches has delved into a combination of both the techniques, since the brand was founded in 1949. This was a daring attempt; one that saw creativity blossom on the dial, yet again. The DeLaneau Scarlet, an ode to delicate artistry and tourbillon movement, takes its inspiration from the watchmaker's previous works on impressionism and flower fields. Just like Monet's paintings, the Scarlet's exquisite dial takes you on a walk through a cheerful field that springs into a riot of colors. The flowerbed, composed of hundred of grains of different sizes, features a promenading lady standing in its midst. The dome shaped white gold case is adorned with 35 ruby baguettes and 283 diamonds, two cabochons and ruby-encrusted crown. The tourbillon movement is housed alongside 52 baguette-cut diamonds, while the alligator strap features a deployant buckle accented with 32 diamonds. The bejeweled Scarlet makes a truly unique impression. [www.delaneau.com](http://www.delaneau.com)

**AN ARRESTING CONCEPT**

This was designed, we're told, for the free-spirited dynamic woman, who travels the world in search of exclusivity. No surprise then, that Avakian's sophisticated measure of time, the Lady Concept collection, sparkles with elegance. Spurred by the success of its limited edition Concept One collection for men, the Geneva-based brand has drawn upon the tonneau form for its newest line of ladies watches that was recently launched at Cannes. Avakian has pushed the creative boundaries by giving the humble rubber strap an ultra-glam makeover. The pearly mosaic textured rubber straps are an industry-first, no doubt. "We created several prototypes until we got the final result. The mosaic rubber bracelet was designed with the idea of recreating a scintillating effect synonymous with a stunning piece of high jewelry. It took highly qualified technicians several months to make," says Haig Avakian, vice-president. The texture features nearly a hundred motifs in each square centimetre, while the rules of light refraction inform the placement of each small pixel like pattern on the rubber surface. Accented with brilliant-cut diamonds and precious gemstones, the Lady Concept series embodies Avakian's watch love for colour. The timepiece is a radiant epitome of elegance that segues between the modern and the classic. The collection is available in alligator and rubber bracelet variations. [www.avakian.com](http://www.avakian.com)



**NUDE IS TRENDY**

This summer, Baume & Mercier's Neo Nude straps of its highly popular Petite Promesse collection come with a playful and vibrant twist. A fresh nude-fluorescent pairing blooms with pops of color - yellow, pink and orange - as the double-wrap around leather strap daintly hugs the wrist. Against the skin, the nude straps create a tone-on-tone effect that is highlighted by contrasting zesty accents. The color strip along the edge adds a hint of drama, while the sparkling diamonds and mother-of-pearl dial add refined elegance to the Petite Promesse timepieces. Yellow is for freshness, pink is for love and orange is for energy. So, which summer nude do you promise to wear? [www.baume-et-mercier.com](http://www.baume-et-mercier.com)