

# On the Hunt for *the Right Design*

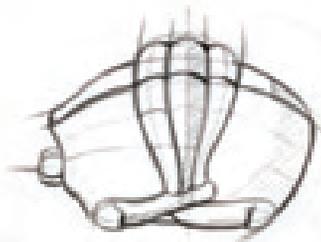


"The studio kept sending us watches in pastel colours on pink straps, and we kept sending them back," says Susy Korb, Marketing and Design Director at Harry Winston, with a playful twinkle in her sky blue eyes. "Our idea with the Diane was to create a strong watch for strong women." And the 'Diane' is certainly that - and some more.

**Maria Doulton**

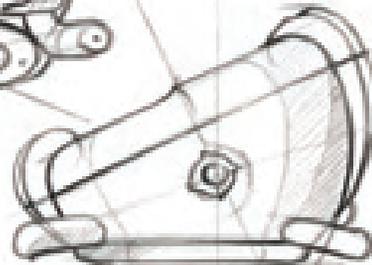
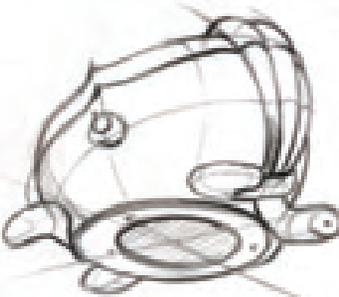


Diane by Harry Winston  
uses a manual winding  
minute repeater movement  
developed with Renaud et Papi.  
£180,000

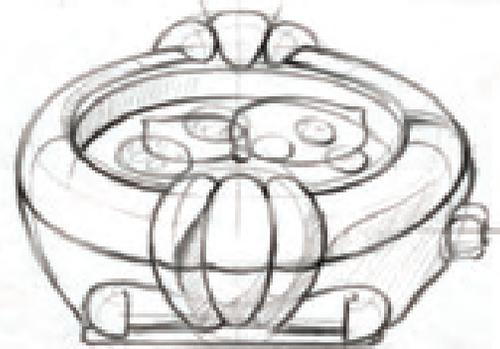


But even this pointed introduction did not prepare me for the grand entrance of this new Harry Winston model. She literally ambushed me from behind the silk cloth covering her. Out she jumped in a flash of red rubies against the pitch black of lacquer on the dial, encircled by a triumphant ring of diamonds and rubies. Six sensually curvaceous but powerful ruby set vines grasped the deep bowl shaped case.

I dusted myself off, had a glass of water, and looked again. After a few minutes of contemplating this unusual creature, it began to make perfect sense. Every muscle and sinew of the 'Diane' confirms that this is not a demure ladylike cocktail watch. "This is so not a man's watch," cooed Korb proudly.



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### Thrill of the chase

With the 'Diane', Harry Winston is marking a departure from the "pretty, pretty, pat on the head" reign of the quartz cocktail watch and replacing it with a powerful design inspired by that mythical alpha female, Diana, the hunting goddess. "With the 'Diane', we wanted to show that we were serious about women's complicated watches," explains Korb. "We are seeing a change in what women want, and particularly in Europe there is more demand for women's mechanical watches so we pushed for this watch."

This is one of the big guns, or big bows, depending on how far you want to take the Diana analogy. This is serious haute horlogerie, conceived for women from the word 'go' and made to look different from anything else. Harry Winston, who brought to the world the concept of the Opus watches, each year offering yet more outlandish and complicated ways of telling the time, are now applying the same rigour to women's watches.

The case is carved from two separate pieces of platinum, creating a case reminiscent of a Greek amphitheatre. The concave shape is not only decorative, it enhances the sonority of the hour,



quarter and minute chimes. Meanwhile a set of "claws" curving over the case have been redesigned to look like vines, rather than the more urbane arches that grace the façade of Harry Winston's 5th Avenue boutique.

The Diane is a manual winding minute repeater developed in conjunction with Renaud et Papi. But that is not all, five subdials on the dial spin in conjunction with chiming of the time. The hour and minute hands are two red rings, puckered to create an arrowhead. Through their middle, you can appreciate the gem setting on the subdials and the handsome inky black and glossy red lacquer of the dial.

Most notable in this design is the unusual case shape that sits proud on the wrist. "I see it like a wonderful sculpture, it sits like a corsage and it is designed to tilt the dial towards the wearer," explains Korb. Only fifteen will be made and the price is from approximately £180,000.

### Waxing of the moon

Joining the 'Diane' is the 'Lady Z', inspired by another, less belligerent goddess, Luna, associated with the moon and of course the celestial representation of women. As the name would suggest, this model features a moon phase display of a more complex kind than is usual and is the first women's timepiece to be made in Zalium.

An elliptical opening in the bottom half of the dial reveals two moons set into a spangled deep blue Aventurine disk. Aventurine is Murano glass flecked with copper to suggest the shimmer of a night sky, and particularly popular at the moment given the popularity of night sky watches. What makes this moon phase unusual is that it shows both the dark and the light side of the moon. The diamond and black sapphire set orb indicates the dark side and a diamond set one represents the light side of the moon as it waxes and wanes. The moons are trailed by a tail of diamonds adding extra sparkle to this way-out creation.

The hours and minutes are offset and confined to the top half of the dial, which is decorated with a bold guilloché pattern and wreathed with 56 round-cut diamonds bringing a combined total of 3 carats. Taken from the men's "Z" range, a Shuriken star-shaped seconds' hand gives a tough-girl edge to this timepiece.

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### Tough as they come

Further proof that Harry Winston are sharing all their treasures with the girls, is the use of Zalium in the case. Up until now, Zalium, a metal developed by Ronald Winston, son of Harry, had only been used in men's watches. A new model has been created each year since 2004 using this unusual material. Zalium is a zirconium-based alloy that Winston discovered in his work as a researcher of rocket propellants at the Massachusetts Institute of Technology. Zirconium is an ideal metal for a watchcase as it is non-reactive, harder than titanium and almost as light. Its unearthly lustre hints at the fact that it is more commonly found on the moon than on earth.

As with the "Diane" the movement is a thoroughbred and in this case is powered by a self-winding base movement built by Girard Perregaux and offers a 42-hour power reserve. Only three hundred will be produced at a price of £20,000.

The 'Diane' and the 'Lady Z' are two very different incarnations of Harry Winston's new wave of haute horlogerie for women and an encouraging sign that increasingly there is more on offer for 'horologists'. We have yet to see an Opus for the girls, Harry Winston's annual offering of ever increasingly complicated and novel interpretations of timekeeping, but who knows, we may yet be surprised. ☺

#### Further information:

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London W1 0207 907 88 49, [www.harrywinston.com](http://www.harrywinston.com)

Harry Winston's Lady Z has a self-winding movement built by Girard Perregaux

