

CEO
OF
HERMÈS

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HERMÈS RECENTLY INTRODUCED A NEW TIMEPIECE CALLED 'LE TEMPS SUSPENDU'. A WATCH THAT CAN SAVE YOU ALL THE TIME IN THE WORLD. INTRIGUED? US TOO

BY JONATHAN SAVILL

Hermès aren't always naturally associated with watches, why is that?

As a matter of fact we've been making watches since 1912.

We started as a maker of bridles in 1836 but the family has always been strongly interested in timepieces.

So why this big statement piece?

It's not just the watch. We think differently about time. We think that time should be your friend. But you should be able to control it. There are times when you don't want to be controlled by time – such as when you're with your friends or family.

So how will this new timepiece help with that?

Le Temps Suspendu? It's a complete and serious watch. It enables you to suspend time. When you press the button the hands move to the position of a time that doesn't exist. The date parks out of site. Then when you are ready you can restart time at the press of a button.

So how long can you suspend time for?

For as long as the watch is running. It can be weeks or months. The power reserve is 42 hours and we have two patents on the watch.

That's very clever

It took us three years to develop the piece. It's a very modern piece too – it's waterproof for example. We believe that a watch isn't just for looking at in magazines – they should be available for everyone.

Is this a complication, and did you make the movement?

We made the movement but the complication part is made by Jean-Marc Wiederrecht. It adds onto the normal

movement and makes the hands rattrapant, as they get to the next hour they flick back to the last one instead of constantly circling the face.

Tell us more

It's actually a very simple idea with a very complex execution. Innovative complications like this one is the way Hermès wants to go. The Temps Suspendu features 24 jewels and two 360° retrograde hour and minute components, with every millimetre of the watch bearing the refined trademarks of Hermès' approach to watchmaking; their hallmark adorns the herringbone guilloché dial motif, with an asymmetrical design mirroring the watch's playfully particular approach to timekeeping.

The herringbone guilloché dial motif bears the Hermès hallmark, while the contrasting retrograde indications are enhanced by a delicately grained finish. The asymmetrical design created by the winding crown placed at 2 o'clock hints that harmony can stem from paradoxes... such as that of deliberately eclipsing time before willingly rejoining it.

So what's the future for Hermès watches?

We are very keen on staying with historical suppliers and we want to be true to our heritage. So mechanical movements, thin form. But we want to take our pieces to new markets. Not just China, but to India and to Brazil. This is good business for Hermès. We are keen to go to new markets. But the new markets respect our heritage. They want a brand to have a history in Europe. With the Temps Suspendu we have a fun product that we can use to find our way to the new purchasers of Hermès watches.

Details: For more on Le Temps Suspendu and Hermès, visit hermes.com



RIGHT ON TIME

BEFORE HERMÈS THOUGHT TO HAVE IT SUSPENDED

It was the 1950's when Hermès began to produce beautiful timepieces. Their goods are almost entirely made in France by hand in middle-sized workshops. Early Hermès watches offered style for everyone, from art deco watches to classic leather creations. Antique Hermès watches are valuable collector's pieces today.

It is not a major volume brand and it merges with the other elements of the Hermès offering. Their mens and women's watches always strike a balance between being trendy and classic. Hermès watch owners are often owners of their other products who appreciate the quality of their workmanship.