



WATCH TRENDS Spring/Summer 2017

Minimalism and smart sportiness

Variety is this year's theme: mechanical precision, trendy looks, functionality and increasingly unusual smartwatches are setting trends

Trends in men's watches

1. The colour black

Not new, but dominant: black power

Black was never actually out of fashion, of course, but the number of black watches now seeking buyers' favour, particularly in the premium segment, is nevertheless impressive. Polished or matt, cases entirely in black are pleasing, in coated stainless steel, ceramic, carbon-fibre and increasingly also in titanium. The special surface finish gives the impression of depth. With a black dial and black strap, an all-over masculine look is created. Combining this with gold brings elegance into play. "Gold meets black" is a visual classic that is also well received in the fashion watch segment. For sporty watches, the combination with red is popular – used, for example, for the indices and the stitching on the strap.

2. Minimalist design

Clear-cut looks and thin cases are still on the advance

A trend that is making itself noticeable in every price segment and is set to become even stronger in 2017: the "less is more" theme. It goes down well with men and has given rise to a broad range of timelessly beautiful models. Characteristic of the current minimalism and the renunciation of overloaded design are uncluttered dials with plain numbers or straight indices or those that are marked simply by a dot. The classic three-hand watch (hours, minute, second) is typical for this trend; purism is also preserved with a small second hand on the subsidiary dial and a clear date display. The minimalist trend is also fuelled by the one-hand watch, which admonishes the wearer to take a relaxed attitude to time.

3. Mechanics made visible

Ever more popular: the inner workings of the timepiece on display

The intimate experience of time: when watches reveal all, it's not only the mechanical geeks that are fascinated. Whereas skeleton watches have always been among the stars of the high-end models of famous watchmakers, the segment has now undergone democratisation. The trend is now being set not only by the movements of famous brands – beyond most people's budget – that are reduced painstakingly and intricately by hand to their "bare bones": there are also models with a visible movement that anyone can afford. A skeleton case and open balance wheel are becoming the protagonists in automatic watches for every day.

4. Smart and sporty

Wrist-borne all-rounders

Smartwatches that combine the function of a classic watch with the communication function of the smartphone, are available in ever greater variety. Their look is mostly sporty, but watches in elegant cases can communicate too. Models by renowned manufacturers in a traditional, stylish look spice up the choice. But what they can't do is offer genuine competition to the classic wristwatch. Smartwatches supplement the range of products on offer, as do the wide variety of trendy sports watches that supply the right functions for every need.

5. Chronograph forever

Gaining popularity: the classic with the stopwatch function

Ever more complicated, ever more differentiated: when it comes to sophisticated wristwatches, new products for divers and pilots (and wannabes) still come out every year, as well as superb time-zone models for frequent travellers and many other niche products. With all the hype surrounding mechanical watches, the classic among the complications is gaining ground. The chronograph with its proven stopwatch function, the men's watch per se, confirms the success of the tried-and-tested classic. Something of a vintage trend is implicit here, when men opt for the kind of models that have excited people for decades: the age of icons has arrived!

For her and him

6. Dials in blue

In 2017 too, a theme with a future!

A trend that has been apparent for quite some time, but nevertheless can't be overlooked: dials in blue, from vibrant to muted shades, are trending. In men's watches particularly so, but ladies can sing the blues too. Elegant in combination with rose gold, classic with a watch case in stainless steel and a bracelet in

the same. Combinations with brown leather straps – another popular variant – brings a hint of vintage into play.

7. Squared cases

A theme with a retro character

They make a nice change on the wrist: watches with square or maybe rectangular cases are reminiscent of the styles of the 1960s and 1970s. Both quality chronographs and trendy quartz watches are catering to this trend in 2017 with current models. Whether with sharp edges or rounded corners, they are a fresh interpretation of the grandfather look.

Trends in ladies' watches

8. Pretty in pink

The most feminine of all colours is conquering the wrist (too)

The future looks rosy. Watch models in and with subtle rose hues are among the trend models of the season. Dials are vibrant in light pink, some with an elegant mother-of-pearl look; watchbands in leather or rubber are following this trend. To complete the look, watch cases in a soft rose-gold colour round off the theme. In general, rose gold is asserting itself well as a colour for watch cases and bracelets, but two-tone in combination with white is another trend.

9. Femininity and glamour

Ladies' watches with a feminine feel are as strong as unisex models

Flowers and butterflies on the dial, soft lines in the design and of course glittering stones for bezel and dial: this year women are sporting decorative elements with a filigree character. Dainty bangle watches, pretty chain links as a watchband, pastel hues, slender shapes – this all confirms the trend towards more obviously feminine timepieces. Anyone who places value on perfect styling wears their watch with a matching bracelet.

10. Devotion to classic

In the upmarket segment, the ladies show a preference for timeless style.

Whether with mechanical innards or a quartz movement: women love elegant timepieces and this year are choosing from a compelling range of models with a classic emphasis. Two- and three-hand watches with a clean and clear design, with white, black or blue dial, accompanied by elegant leather straps or metal watchbands, lead the field. Also models in a sporty look remain popular, often livened up with the discreet use of set diamonds. The exception to the rule: watches with splashes of bright colours, whether on the dial, strap or case.

In brief:

- **The colour black is performing strongly.**
- **Minimalist designs with clear-cut looks and thin cases.**
- **Mechanics made visible: the inner workings of the timepiece on display**
- **Smart and sporty: wrist-borne all-rounders**
- **Chronographs gaining new popularity.**
- **Dials in blue.**
- **Square cases: a theme with a retro character**
- **Pretty in pink. Watches in the most feminine of colours.**
- **Femininity and glamour in ladies' watches.**
- **Devotion to classic.**

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Clocks, Silverware and Related Industries e.V.*

BASELWORLD 2017
23. – 30. March 2017