



TREND REPORT WATCHES 2018

Classic timepieces setting the trend! The new watches for 2018

The new 2018 watch models tend to prefer a timeless, understated look. This applies not only to the area of sophisticated timepieces but also to lifestyle-oriented labels. Vintage is making way for heritage: better than the “as-old” look are models with a genuine past. Smartwatches, which have long since become established on the market, are now even more compelling with their perfect watch visuals and new hybrid technologies.

GENTLEMEN’S WATCHES

1. Midsize is the size of choice

Normal dimensions on the wrist are in! Gigantic timepieces no longer look modern and are making room for models in **classic sizes**. Leading the way here are the high-end brands that have long been in the process of substantially shrinking their XXL models. **Classicism and elegance** are buzz words that aptly describe the midsize trend. In numbers: 36, 37 and 38 mm are the new favourite watch sizes for today’s gentleman.

2. Minimalist watch models

The principle “less is more” is becoming increasingly important in the world of watches. No overloaded dials, **no unnecessary details**, no fancy frills. Watches that display the time and nothing else ooze self-confidence – they are restrained and conspicuous at the same time. There is no foregoing of **quality and precision**, and certainly no dispensing with the kind of consummate design that makes **understatement** so striking in the first place. The straps to match the trend are made of fine leather or masculine stainless steel, with mesh bracelets in particular scoring points.

3. The classics of yesteryear are back again

The treasures of the past are being rediscovered: the retro trend is feeding into the **heritage** theme. Not only should the look have a yesteryear feel, the watch itself has to **tell a story**. As a result, many manufacturers are now rediscovering old models and equipping them with contemporary technology and a suitably dignified name. Thus **authenticity** and tradition are lending the retro theme a new credibility.

4. Complex and coveted

Men's watches with **sophisticated mechanics** are not subject to short-term trends – and yet a certain evolution is evident. This year, for example, blue dials are highly favoured by watch lovers and collectors. There is also a tendency to use cases made of **real gold** (rose gold!) or platinum: that which has genuine value is in demand. Beside the simple, classic models, sporty timepieces remain popular: first and foremost the **pilot's chronographs** with their typical details – easy readability, for instance. Military models and those designed for hunting are presented in a similar guise (often olive green). The invention of new combinations of complications in the high-end sector is making collectors happy; less wealthy connoisseurs of mechanical men's watches are enjoying an ever-expanding range of sound automatic models offering superb value for money.

5. Smartwatches are infusing life into the watch universe

The balancing act between tradition and high-tech in the various sectors of the watchmaking industry is not always divisive. More and more established manufacturers are expanding their portfolio to include digital timepieces, and there are also more and more interesting combinations such as “hybrid smartwatches” that marry classic watchmaking craftsmanship with digital technology. The smartwatches themselves are also constantly evolving. Powered by a processor instead of a movement, they point the way into the digital future, but the small display means they are not suitable for every application.

LADIES' WATCHES

6. Timelessly beautiful timepieces

The trend towards classic models has gained a footing among women too. Young and old alike love timepieces in a restrained design, with an **understated dial**, simple indices and **clear lines**. The purist timepieces present themselves with relatively large cases – an exception to the general trend towards smaller watches. Three hands (with a second hand) or just two hands underline the reduced look. The metal look is trending: pink gold is the precious metal colour of choice (mostly stainless steel with rose-gold plating); the colours yellow gold and white (stainless steel or silver) are also in demand. Mesh bracelets are among the must-haves this year.

7. Watches show their true colours

Women love to complement the fashionable look with accessories. If you see your watch from a lifestyle perspective, you're less interested in the technology and more in... colour. This year, it is the **pastel shades** that awaken the desire for a new timepiece. Subtle nuances on the dial or strap, or both, make an attractive, feminine impression. The area of sports has plenty of bright **red and blue hues**, and the colour blue is also playing an important role, especially on dials, and also for the ladies. At some point during the year, the Pantone trend colour Ultra Violet will no doubt reach the world of fashionable ladies' watches too.

8. Playful details

The counter-trend to hip understatement tempts with playful elements. **Tiny glittering stones** and brightly coloured pictures on the dial radiate happiness and joie de vivre. **Flowers**, butterflies and hearts compete with delightful details on strap and case. Often the watch comes with matching bracelets, necklaces and other jewellery for perfect feminine styling. The **combination of watch and jewellery** is absolutely on-trend for fashionable ladies.

9. Luxury watches with that certain something

Whether their classy timepiece is driven by a mechanical or a quartz movement is not a matter of interest to every wearer of a luxury watch. Even though the technology used in ladies' watches has no reason to be hidden away. The **moon phase** in particular is still a sought-after feature – with the corresponding attractive visuals on the dial. Colour-wise, **blue** is a popular colour for the watch face among women too. The dial is increasingly surrounded by a **diamond bezel** – a sometimes more or less discreet reminder of the “girl's best friend”. Anyone looking for something really special, will find fantastically designed dials with gorgeous **miniature paintings** and filigree inlays. An artistic dream that has its price.

10. Smart and beautiful

Ladies also appreciate the **digital service** that smartwatches have to offer. But only if the models look **like a watch** and not just a mini-screen. Which really shouldn't be a problem in 2018, because the range of models is growing daily and most “watches” tick all the boxes for a fashionable look. Smartwatch models offer everything from elegant to sporty, some even encrusted with Swarovski stones. In addition to a full bundle of **everyday functions**, many models also offer **fitness**-related functions, which are in great demand among women.

BV Schmuck + Uhren

Federation of German Jewellery, Watches,
Clocks, Silverware and Related Industries

BASELWORLD 22 to 27 March 2018

The Bundesverband Schmuck und Uhren (BVSU) was founded in Pforzheim in 1947. As a lobby group for over 170 predominantly medium-sized member companies from the areas of jewellery, watches and clocks, silverware and related industries, it represents the interests of its members at a national, European and international level. It is responsible for coordinating the federal associations of the German jewellery and silverware industry. In this capacity it is also integrated in international lobbying efforts of the World Jewellery Confederation, CIBJO (Confédération internationale de la Bijouterie, Joaillerie, Orfèverie, des Diamants, Perles et Pierres). The BVSU also represents the interests of the German watch and clock industry at a European level as a member of the European watchmaking association, the Comité Permanent de l'Horlogerie Européenne (CPHE).