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**TREND REPORT WATCHES 2019**

**The new classicism**

Minimalism, classicism and retro are the buzzwords of the season. On the occasion of the 100th anniversary of the Bauhaus, the focus is on watch models whose design is reminiscent of the modernist art school of the 1920s. The 1950s and 60s also provide inspiration for retro-look watches that have been relaunched in line with the heritage concept. Moderate dimensions and flat cases underscore this trend. Ladies choose either unisex models or feminine designs with floral details. The straps are permitted to catch the eye; the colour blue on the dials is still trendy but is giving way to ever more teal and green shades all the way to olive. Smartwatches are here to stay and range from masculine and sporty to elegantly feminine.

**GENTLEMEN’S WATCHES**

**1. Less is more: minimalism**

Classic, sober and restrained are words that describe the watch of choice: a frill-free design in the Bauhaus tradition, which is celebrating its 100th anniversary this year and is honoured in special editions. Clear lines and uncluttered, minimalist dials with discreet hour-markers are enhanced by sporty or luxurious details. Two- and three-hand models look quiet and clean, but even models with complications come in reduced, clearly structured versions. At the other end of the spectrum are watches with elaborately designed dials and decorative, detailed skeleton cases that bring the inside to the outside.

**2. Smaller, flatter, more discreet: pleasing sizes not sleeve stoppers**

The ideal men’s watch sits snug on the wrist: it is thin and measures about 40 mm – with a tendency towards smaller diameters. Chunky XXL models are giving way to elegant classics with pleasant wearing comfort. Even sporty watches are receding in size and scope. The tendency towards wrist-hugging, unobtrusive timepieces can also be seen in the bracelets: thin mesh straps, NATO and denim wristbands, leather, rubber and stainless steel bracelets are all an integral part and round off the design.

**3. From blue to green: colour change on the dial**

Black and blue remain, green gains importance: coloured dials lend cool modernity (black), freshness (blue) and a touch of extravagance (green). All-in-black variants lose their monochromy with blue, red and white accents. Dark-blue dials and bracelets continue to enjoy great popularity. The colour green, however, is on the advance and is conquering the wrist especially in nuances of fir, moss and olive.

**4. From Bauhaus to the 1960s: watches with retro flair**

Classics are not only being imitated, but also recreated: watches with retro charm are reminiscent of the *Zeitgeist* of the 1950s and 1960s. Brown bracelets, gold details, Roman and curvy Arabic numerals make new models look like grandfather’s heirlooms. The new classics, which are not based on a vintage or used-look, but on the idea of heritage, have been designed based on their historical models and modernised only slightly in both technical and visual aspects. The Bauhaus anniversary can also be felt: purists can choose from a wide range of minimalist timepieces that epitomise the slogan “Form follows function”.

**5. Intimate insights: skeleton watches and transparent backs**

Skeleton watches that let you look deep into their workings are the antithesis to the calm, contained watches. Artfully decorated dials, some with ornamental cut-outs, afford technology fans a glimpse into the beating heart of the watch. Whether it is the gentle oscillation of the balance wheel or the meshing of tiny cogs – every movement is fascinating in its precision and perfect harmony. For curious watch lovers who prefer a clear and sheer design, there are models with attractive rear views through sapphire crystal backs.

**LADIES’ WATCHES**

**6. Elegant business: classic beauties for the office**

It’s not just men – women love minimalism too. Both fashionistas and businesswomen share the same watch taste and focus on sheer elegance. Classic, round two- and three-hand models with narrow, polished metal cases, mesh or leather bracelets, white dial, slender hands and discreet dot or bar indices are leading the field. Unagitated and timeless, great in combination and traditional, in medium unisex size and in neutral colours – this is how the everyday watch looks, especially in the lower and medium price ranges. Classicism and tradition are also gaining ground in the higher price segment, but luxurious and glamorous details also have permission to sparkle here. As a complication, the moon phase display is still very popular.

**7. Small, fine and golden: feminine designs with pretty details**

Alongside understated unisex models, there is a wide range of feminine timepieces characterised by small, flat cases, narrow bracelets and playful details. Floral designs radiate good vibes and at the same time add charming dashes of colour. Yellow and pink gold cases and bracelets underscore the jewellery character of the watch. This is accentuated even more by shimmering mother-of-pearl dials, which radiate soft elegance and, in combination with diamonds, make a luxury statement.

**8. Time travel: watches that borrow retro details**

Mesh bracelets, rectangular cases and digital watches reminiscent of the 1980s – the ladies’ world is also given over to retro design and adorns itself with timepieces inspired by classics. These are skilfully set in new contexts and fashionably combined. This turns even conservative designs into young and modern looks. Yellow gold looks and small sizes take the ‘retro-chic’ look to extremes.

**9. Arm jewellery: watch bracelet as an eyecatcher**

Watch straps are coming to the fore and showing their true colours. Red and blue leather straps set the tone especially in summer and compete with the popular mesh bracelets. Colourful silicone and rubber straps provide for bold highlights, delicate pastel colours stand for feminine understatement, watch straps with glittering appliqués make for a glamorous appearance. In addition to the watch, matching jewellery bracelets are worn on the same wrist. Some manufacturers already offer suitable combinations, but in mix-and-match anything goes, as long as the overall impression is just right.

**Smartwatches**

**10. Smart variety: smartwatches for him and her**

Smartwatches have become a permanent feature of the watch portfolio and are becoming more and more popular. The range is growing and the variety of brands is increasing. In addition to sporty models, there is a wide range of designs that – especially in combination with a matching watchface – are hardly distinguishable from classic watches.   
  
Feminine smartwatches also make it an interesting topic for women who don’t want to wear an obvious fitness tracker on their wrist but prefer an elegant or fashionable look. The battery problem is solved by hybrid watches, combining digital technology with a classic analogue dial. The smart functions are usually shown in a small or separate display.

**BV Schmuck + Uhren**The German Association of Jewellery, Watches, Clocks & Supplying Industry

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck & Uhren) was founded in Pforzheim in 1947. As a lobby group for over 170 predominantly medium-sized member companies, BVSU represents the interests of its members at a national, European and international level. BVSU is a member of the Federation of German Industries (BDI). It is responsible for coordinating the federal associations of the German jewellery and silverware industry. In this capacity it is also integrated in global efforts of the World Jewellery Confederation, CIBJO. BVSU represents the interests of the German watch and clock industry at a European level as a member of the European watchmaking associations EUROTempus and CPHE. BV Schmuck and Uhren is a member of the Responsible Jewellery Council (RJC).