TREND REPORT WATCHES 2020

The 2020 watch trends

Gentleman, adventurer or athlete? The new watches ask men the question: Who do I want to be today - and offer a wide variety of expressive designs for a wide variety of types. Sometimes simple, flat and elegant, sometimes with a retro charm or with sporty attributes, they convince with their individuality and traditional references. Trendy timepieces play with colours and materials, mechanical watches like to allow a look into the heart. When it comes to women’s watches, minimalist and glamorous designs contrast. Elegance is a must, retro designs are more prominent.

MEN’S Watches

1. Simple elegance
Dress watches remain and secure a firm place on the wrist, especially in business style. They display their advantages particularly with jackets and shirts: They are flat and skilfully slip under long sleeves. They have small to moderate diameters, with sizes of 40 millimetres being particularly popular. They are characterized by clear lines and a tidy, simple dial. Mechanical watches convey durability and generally do without additional functions because the flat case leaves hardly any space for features. This minimalism suits the elegance and classic charisma. Accents are set by small details such as the shape and colour of the hands, the type of indexes and a subtle dial design. A noble leather strap underlines the look.

2. Retro meets heritage
With the new edition of classics - the hereditary trend - as well as with watches with the look of yesteryear - the retro design - watch brands serve the longing for lasting values. While Heritage models often appear dignified and traditional, many retro watches exude an air of adventure, some of which are paired with steampunk elements (for example, large screws). The material of choice for a successful retro look is bronze, combined with dials in olive,
brown or cream. Leather bracelets in matt suede or textile straps in used look emphasize the striking masculine appearance. If the trends mix, exciting combinations result in a men's club charm.

The return to earlier designs and design elements can also be found in the sports sector. Diving watches and race car watch models appear in the outfit of the 1970s and 80s. Chronographs in square and pillow shapes remind of glamorous moments on the slopes.

3. Bronze und bi-coloured
Bronze watches are established, but still an exceptional eye catcher. In order to avoid skin reactions and to create exciting looks, the material with the active patina is increasingly combined with allergy and reaction-free materials such as stainless steel. The second metal is no longer just hidden on the back of the watch, but is made visible as an accent and second colour. The bicolour look is also increasingly used in the collections in the classic colour mix of yellow and rose gold with steel. Carbon is still a topic and even becomes coloured, innovative and unusual materials such as tantalum and meteorite are highlights. Stainless steel remains the frontrunner, but gold can also maintain its place.

4. Rough Edges
Due to the retro trend, but not necessarily connected to it, is the increased appearance of pillow-shaped housings. The enlarged contact surface ensures a comfortable fit and changes the look of the still round dial shape. Rectangular or square watch cases are on the rise, but currently still in the background. As for round cases, which continue to dominate the range, smaller diameters of 40 millimetres are gaining in popularity. This size is not only present in the elegant dress watches, but can also be found in the heritage and retro watches, since their historical models usually used to have small (even smaller) dimensions.

5. Colour variety on the dial
The predominance of neutral colours such as black, white, silver and increasingly gray remains unbroken, but coloured dials are becoming increasingly popular and have their fixed place in the collections. They give the watch a fashionable touch and inspire new purchases to match the outfit. Blue remains strong and has the potential to become a new classic. The Pantone trend colour "Classic Blue" is fueling the trend that has been increasing for several years. Green grows and develops into muted military green tones such as olive and khaki. These shades - like brown and cream - can be found above all, but not only, in watches with the retro design. Elegant eye-catchers are salmon-coloured dials that are achieved by the use of paint, but also by certain rose gold alloys.
6. Luminous gradients
As if they were shining from the inside - dials with a colour gradient fascinate with a special luminosity, which is caused by the effect of the darkening colour spectrum from the inside out. This colour trick, which is often seamless and not always immediately obvious to the viewer, is called gradient dial, smoke or fumé, depending on the manufacturer. Trend tip: If you invest in a watch with a blue dial this season, you should choose a model with a gradient. It gives the now established classic a new twist.

7. Tone in tone
Bracelet, dial and often bezel or case in a uniform colour - the tone-on-tone trend is still very present in black watches, but is also increasingly found in blue models. While All-black quickly culminates in a real complete look due to the inclusion of pointers and indexes - which comes at the cost of visibility - all-blue is more willing to compromise and allows silver or white accents. The effects are different: blue goes hand in hand with a sporty appearance, black is the preferred design statement and thus follows the fashion in which an outfit in black stands for extravagance and elegance.

8. Sportiness meets elegance
If you are looking for a sporty look but don't want to wear a sports watch, you can use stainless steel chronographs. The latest models are models with an integrated bracelet, which make the watch appear from a single cast and give it an elegant touch. NATO bracelets remain and look casual and uncomplicated. Interchangeable wristbands transform watches into day and night favourites and make the change from business to casual style easy. Mesh bracelets, which are still in demand, ensure elegance and lightness.

9. Inner values
The reluctance in terms of function that mechanical dress watches are imposed in favor of the flat case finds a counter expression elsewhere. Skeletonized watches with complete insights and those that only reveal the tourbillon make the hearts of technology enthusiasts beat faster. The enthusiasm for the filigree and difficult watchmaking craft can be shown and developed in artistically designed models. From elegant to strikingly sporty - watches that show the mechanics can be found in almost all categories.

10. Green - not just as a color
Sustainability is also becoming more of a focus for watches. Be it the use of recycled materials, the use of naturally tanned leather or alternative, non-animal materials or the support of organizations that are dedicated to the wellbeing of the environment - what has long been a long-standing topic in fashion and in jewelry is increasingly coming to wear with the watches. The brands show that they are fulfilling their responsibility and communicate this.
WOMEN’S WATCHES

1. Minimalist or glamorous
Two opposing trends determine the world of women’s watches and have elegance as a common denominator. On the one hand, classic and puristic designs determine the picture. Tidy, clean dials and a timeless design look stylish and fit both in the office and in a casual leisure outfit. If you like it more pretentious, choose glamorous models with stone trimmings and shimmering mother-of-pearl dial instead. While the purists are present in both smaller and larger diameters, the glamor models tend to hold back and underline their feminine elegance with smaller dimensions.

2. Retro chic: sometimes sporty, sometimes elegant
It is not yet as pronounced as with men’s watches, but it is on the rise: the retro look does not stop at the ladies’ world either, and shows itself in the form of retro chronographs that are valued for their sporty appearance. As it is rarely used, fashion watches may sometimes only impose the stopwatch function. A return to earlier designs can also be seen in the elegant watches. These become smaller, with the case diameter and bracelet width approximating, so that - especially with metal bands - the impression of a piece of jewelry is created.

3. Thought around the corner
The prevailing housing shape remains round, but competition from square and rectangular housings is growing. The feminine retro chic in particular is characterized by angular shapes and is expressed in classic models in which the case forms a line with the bracelet. The watches are often kept slim and look particularly elegant. Diamond-shaped watch cases are extravagant but less common.

4. Bronze complements the colour spectrum
Gold as the colour of the case remains and is combined with coloured elements. In addition to coloured stones, coloured dials and hands accentuate the rose and yellow gold models and give them a fashionable update. Bicolor is still in high demand, whereby not only steel with yellow or rose gold, but also rose and yellow gold are combined. Bronze is gaining in importance as another colour, ceramic watches are valued as modern and elegantly sporty companions.

5. Stainless-steel allover
The classic ladies watch apart from gold has not only a stainless-steel case, but also a stainless-steel bracelet. Equipped with a mother-of-pearl dial, it is the all-rounder for all occasions. Models with interchangeable wristbands are ideal because they can easily get a trend update. Leather straps in bright colours can regain their place without displacing the popular steel strap.
SMART WATCHES

Wearables have become firmly established and are used not only for their fitness but also for their health functions. While competing with multifunction watches in these areas, they can set themselves apart from the classic watch segment through payment options and the display of notifications. As purely functional vehicles and with only a small optical scope, they occupy a different place than mechanical or quartz watches that are worn as a style accessory or are charged with emotional meaning. Hybrid watches that combine smartwatch technology with an analog dial offer a somewhat broader design spectrum based on the classic watch design, but are still subject to technical requirements and cannot meet trend aspects such as small, flat cases. Each watch type thus retains its own strengths and can exist independently of one another and side by side.

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