



## TREND REPORT WATCHES 2021

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### **Classic first – unagitated stylish: The 2021 watch trends**

2021 becomes harmonious. Consistency and style, class and elegance, universality with that special something - the watch shows itself less as a fashion accessory and more as an everyday companion that goes with many outfits and moods and with which you are always right and well dressed. Classics and simple elegant models have the lead. Watches with metal bracelets and tone-on-tone variants radiate calm and strength. The colors keep a low profile and remain in the neutral and (also with blue and green) muted range. Only red is allowed to shine as a counterpoint and sign of joie de vivre.

The differences between men's and women's watches are blurring. Due to the still popular smaller diameters, men's watches also look top on female wrists without looking like oversized boyfriend watches. At the same time, the models for men and women are similar and often only differ in details such as diamonds, dial colors or variations in case sizes. If you are looking for something feminine, you should go for gold or diamond-studded watches. It becomes masculine with sporty features, slightly larger dimensions, robust straps and impressive skeleton views. This year, it's worth investing in enduring classics - whether it's a simple, high-quality watch with a classic, elegant look or a (modernized) retro model with timeless charm.

### **1. Timelessly beautiful**

Elegant, simple, with a moderate diameter and a clearly designed dial, on which curved numbers or Roman numerals give a touch of nostalgia: Models with these characteristics are conquering the wrists of men and women this year. The dress watches, which are quite uniform in design in the trendy segment, are being loosened up, given special indices and show more individuality. In the high-end segment, the minimalist timepieces have always impressed with small details that reveal the brand affiliation to the connoisseur. Flat cases ensure a high level of wearing comfort, while uncluttered dials maximize readability. However,

the previous purism gives way to a few small, playful flourishes: instead of Bauhaus austerity, soft shapes return, expressed in the design of the numbers and hands.

The return to classicism is reflected in the combination of stainless steel or white gold cases, white, discreet dials and black leather straps - especially in men's watches, but ladies also fall back on the dominant black and white contrast, gladly with angular cases and a retro touch - business watches that you put on in the morning without thinking twice and that appear stylish and fashionably timeless.

## **2. New Metal**

In music, classic and metal form an exciting contrast - which becomes even more interesting when you bring the two together. It's no different with watches. Metal watches, primarily made of stainless steel, are the universal all-rounders of the hour. They present themselves as simple, clear, restrained, elegant and sporty at the same time, can be glamorous and dress in gold. Metal bracelets present themselves in many different patterns, especially in women's watches, expanding the classic three-piece models. They are a strong competitor for the popular milanese (mesh) bracelets and are pushing their way into their place. Flowing transitions without visible lugs make for a harmonious look. When it comes to the choice of dial, classic tendencies are also crystallizing among metal watches: women prefer white, men black, with a chronograph function or generally a somewhat more opulent dial. In between, there is a wide spectrum for color, although this is mainly occupied by khaki to green and ice to dark blue.

Ladies' watches may occasionally feature flashing diamonds - either as indexes or on the bezel, but on the whole the models remain rather plain and understated. If you prefer something less sporty and more elegant, you can opt for one of the many watches with rose or yellow gold plating. The jewelry trend of link chains influences the design of watch straps and transforms the timepiece into a hybrid of jewelry and watch. Diamond patterns and special link braids as well as incorporated logos have a fashionable effect and emphasize the individual character. The dials shine in white or are coordinated with the bracelet, especially in the case of rose gold models.

If you want to play it safe when it comes to metal color, bicolor watches are just the ticket. However, the classic division of colors on the bracelet and bezel gives way to a more modern, subtle look. Thus, indices, numerals or hands are delicately emphasized with rose gold, and instead of a strongly accentuated bezel, fine lines draw the picture. It becomes even more refined when a leather strap is worn with it instead of a metal bracelet.

## **3. Tone-in-tone**

Harmony at its best: this year, the bracelet and dial are perfectly coordinated. The tone-in-tone look is not only found in rose gold ladies' watches, but is also conquering models with

leather straps. The color of the dial is continued in the watch strap and is only interrupted by the case and the clasp. This trend can be seen especially in khaki and taupe, blue and black watches. Due to their better readability (in addition to the case, numerals and hands are also highlighted), they are displacing the all-blue and all-black models, which cut a good figure visually but lose out in practice due to the lack of contrast.

If you want to get a new watch with a black dial and a black band, aiming for elegance and a touch of glamor, you should consider a model with gold or rose gold accents. The expressive and noble combination shines as an evening watch and stands for luxury and style. Depending on the gold content, the noble black watch can also be worn in everyday life. The more gold, the later the hour or more festive the occasion.

#### **4. Green, blue and a spot of red**

Color yes, but rather restrained, could be the motto for this year - if it weren't for the bright red that presents itself loudly in some models and has what it takes to become the secret star. As a wine red, it snuck among the ladies' and men's watches in the winter, and now strawberry colors are adding cheeky splashes of color when men and women want to let it happen and express their joie de vivre. Just as bright red lipstick increasingly shines on ladies' lips in times of crisis, the red watch can become a symbol of a new era full of confidence. Until that time comes, the popular and restrained classics offer security: the indispensable blue, which harmonizes confidently with all metal colors and also enters into an elegant symbiosis with black, the hopeful green, which not only inspires as a noble fir green, but now increasingly appears in khaki nuances and thus exudes a sporty or adventurous charm.

Other "outliers" with a "good mood effect" are orange and yellow. The latter can be seen in combination with black, especially in sporty watches. It remains to be seen whether this year's Pantone trend colors Illuminating (sunny yellow) and Ultimate Gray, which can be seen as a unit, will not also provide surprises on the wrist.

#### **5. Sporty appearance**

Elegance and restraint are not everyone's cup of tea, so watches that exude power and sportiness remain trendy. Perennial favorites are chronographs with numerous functions that do not necessarily have to be used, but at least look like activity. Another variant of expressing sportiness through the watch lies in the choice of material. Carbon has a masculine coolness factor, looks modern and is reminiscent of racing. Ceramic details - especially in black - stand for modernity and urbanity, titanium is considered indestructible and also radiates sportiness through its darker gray tone. It gets interesting when these properties come together with a filigree skeleton: strength and delicacy, robustness and vulnerability combine to create an image that reflects the spirit of the times and shows that opposites can complement each other wonderfully.

## 6. Icons reissued

In addition to all the trends, it's also nice to have a piece of history on your wrist: whether it's in the form of a genuine vintage watch or a reissue of a historic design that still looks a lot like the original but is equipped with modern technology. Watches with a retro look not only enjoy unbroken popularity, but also influence current collections. Thus, more and more angular watches are coming to the fore (especially for ladies), the dial design is becoming more sweeping (hands and numerals) and case sizes are becoming smaller.

If you want to buy a genuine, reissued and modernized iconic watch, you'll find what you're looking for at almost all the major traditional brands. Not only, but above all, anniversaries are often taken as an opportunity to revive successful models. After the first corona year, some also focus entirely on popular classics. The original models often date back to the 1960s and 1980s. For women, not only ladies' watches but also men's watches from the 1930s to 1960s are of interest. They have - in relation to today - petite dimensions, elegant and restrained, expressing style and class without being too delicate and ornate.

Men go for either elegant design classics, sporty models or striking designs that exude a swashbuckling adventure charm à la Indiana Jones with bronze, thick leather straps with eye-catching stitching or suede straps.

## 7. For technology fans: skeleton and magnetic field protection

Digital life is not always kind to watches: Magnetic fields, as they occur in cell phones, laptops and tablets, can influence and disrupt the finely tuned mechanics of high-quality timepieces. Increasingly, therefore, the subject of magnetic field protection is being taken up and implemented by watch brands. Lovers of mechanical watches who spend a lot of time on the road with cell phones & co. should therefore attach particular importance to this aspect and invest in models that are immune to magnetic radiation.

In addition to this invisible technical feature, there is an obvious and decorative one that regularly excites not only male but also female watch fans: skeleton watches fascinate with their insight into the interior. This may not only be partial or hidden on the back, but can also take up the entire dial - even on ladies' watches. Both elegant and sporty or even extravagant models allow a glimpse into the mechanical heart.

## 8. Fashion & Glamour

Restraint and simple elegance prevail, but sometimes a ladies' watch should also be glamorous! Unreal stones have to step back - diamonds are in demand, because luxury can be celebrated again! A touch of glamour in everyday life is provided by diamond-set indices,

diamond bezels shine cool and self-confident, and brilliant-set watch straps, dials and cases ensure pure luxury in the evening. But it's not just radiant sparkle that makes watches eye-catchers; fancy motifs also attract curious glances. Large noble fashion brands show how it's done and express joy and lightheartedness with sticker and comic bonds.

The easiest way to quickly and easily adapt a watch to the outfit and fashion is to change the strap. Interchangeable straps have not only become established among ladies' watches, but are also part of a growing number of men's models. Besides the variety of colors, the look of the watch can also be changed by adding a metal bracelet.

Women who appreciate wearing a watch, but do not want to emphasize the functional character, will find a small selection of jewelry bracelets, some of which have hidden dials. Decorative and decorative are also watches with link bracelets and models that at first glance appear to be bangles.

## **9. Sustainability**

The topic of sustainability is not tackled as aggressively by watch brands as it is in fashion, but the manufacturers don't have to hide! If you look closely, you will discover references to recycled materials - for example, nato straps made from old plastic bottles, vegan leather, donations to NGOs or the use of natural materials such as wood, cork, sustainable cotton or linen. Often overlooked or forgotten is the mention of production under fair conditions, after all, many models are made in the EU in reputable factories where occupational safety, fair pay and a work-life balance are quite natural and regulated by law.

## **10. Smartwatches**

Some smartwatches can hardly be distinguished visually from classic watches. It's no wonder that traditional watch brands have increasingly adopted this theme and produce their "competition" in-house. But even pure smartwatch manufacturers focus on elegance, cases that are as flat as possible, and a clean look with hands and a traditional dial. The exceptions are models that are aimed at sports and have less business functions in mind. Here, the cases can be large and expansive; instead of shiny precious metals and leather, there are colorful silicone and rubber, and the focus is on sports functions - the watch becomes a symbol of activity and vitality.

However, the home office era brings with it minor transformations. Watches that are discreet and timeless, but at the same time include important fitness and health functions, are in particular demand. Step and calorie counters are gaining in importance in the sedentary environment, while interchangeable wristbands cheer up against the monotony. Collaborations between smartwatch manufacturers and fashion brands, and between watch manufacturers and computer companies, bring a breath of fresh air to the product range.

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Author: Jeannine Reiher

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck und 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 und Uhren is a member of the Responsible Jewellery Council (RJC).

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