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TREND REPORT WATCHES 2023

Something old, something new, something special, more than blue: the watch trends 2023

Something old, something new, something special and more than blue: this small variation on the well-known wedding saying sums up some of the upcoming watch trends - but by no means all of them. Vintage models and classics will remain alongside new designs, that certain something that makes the watch stand out from the rest will come more into focus, blue will remain strong and be one of the standard colors, but new, bright colors are waiting to make their grand entrance - especially in summer. Variety is the order of the day. Elegant dress and lady watches, often in minimalist Bauhaus style and somewhat smaller, are juxtaposed with robust and sporty timepieces. There can be sparkle, even from the laboratory, and sustainability is the theme. Gold pieces and gold accents are just as much in demand as lightweight titanium watches. Instead of the fumé dial, structures on dials and bracelets are coming into focus. The watch love of life has to face all kinds of temptations this year....

1. Always well dressed: dress & lady watches

Cell phone or not, a complete, elegant outfit needs a watch. Uncluttered dials, a simple to minimalist design with echoes of Bauhaus and small diameters are in vogue. Flat cases underline the elegance of dress watches, while business watches for women may shine with further refinements: mother-of-pearl dials, discreet diamond trimming or an edgy vintage shape with Roman or curved numerals. The elegant look can also be accomplished by means of smartwatches. Hybrid models appear classically simple on the outside and reveal their technology only when needed. There is no need for more than a time display; at most, the date may disturb the peace and harmony on the dial - or better not.

2. Striking players: rugged sports watches

You don't have to be a sportsman to enjoy a chic chronograph, a striking diver's watch or a sophisticated pilot's watch. The robust companions stand for an active lifestyle, whether lived or desired, are characterized by expressive designs and features that do not necessarily have to be put in use, but are considered a cool nice-to-have. They stand in contrast to the restrained dress watches and express youthfulness and adventurous spirit. But the sporty timepieces are not only worn for image reasons, especially diving watches can score with their robust workmanship and high water-resistance. Pilot's watches benefit from improved magnetic field protection. For those who don't want to commit to a specific sport, smartwatches offer a wide variety of functions for a wide range of activities - even in striking designs and oversized.

3. Variety of shapes: round and angular

Angular shapes were already a topic last year, and now they are getting further momentum. While angular cases were previously mainly seen in heritage models, more and more new designs are now appearing in square and elongated shapes. Tonneau cases are particularly elegant. Watches in a square or narrow rectangle are charming in small formats on feminine wrists. The transition from sporty, large men's watches with square exteriors to angular dress watches is fluid, and in between there is scope for cushion cases and the new combinations that unite round dials with clearly defined corners and edges. Polygonal shapes that appear almost round at a quick glance can also be seen. Despite the variety of shapes, the dominance of the circle remains, but the competition is well positioned and moves from vintage to modern.

4. Something special: watches that make people talk

The desire for something special has always been there - and is even more evident this season. Watches are not just companion pieces and functional carriers, but have their own personality. Anyone who knows something to say about their favorite piece quickly gets beyond small talk and into shop talk. What makes a watch special and therefore particularly interesting? Limitations, because they include the wearer in an exclusive group. Artfully decorated dials, because they immediately catch the eye. Technical highlights and innovations, because they invite the wearer to discover and want to know more. Whether it's improved accuracy and higher power reserves, new movements or material innovations, revived complications like the minute repeater, or simply skeletonized glimpses of the watch's interior - technical raptures deepen the personal relationship with it. Last but not least, there are also the stories that surround a watch, which are a natural part of pre-owned models, vintage designs and timeless classics.

5. Visual and haptic experiences: Structures

If you're looking for excitement on the dial, you can't go past the new models with textured dials. In addition to the familiar sunbursts, grainy and studded designs catch the

eye, unusual patterns show borrowings from logos, use thematic motifs or simply look good. Full-surface and small-format structures radiate calm, but larger decors also belong in the picture in 2023. These are color-coordinated with the rest of the dial or, at best, kept in the same tone. Discreetness is the order of the day, wellness for the senses. The fine grains are not only visually convincing, they also conquer the arm - or rather the wrist - haptically. Bracelets with a woven look, especially those made of rubber, pick up on the delicate structures. Matt, supple, with gentle nubs or bumps, they flatter the skin. Matte surfaces are also preferred for variants made of leather, stainless steel or titanium.

6. The (new) lightness: titanium

After the up of stainless-steel watches, another material is creeping up: Titanium. The lightweight, very hard-wearing and allergy-friendly metal is winning fans not only because of its gray color, but above all because of its lightness. The flyweight makes even massive-looking watches pleasant companions and ensures a high level of wearing comfort. The anthracite tone is a noble alternative to bright steel, especially in men's watches, and goes perfectly with sporty models. But classic designs and dress watches are also available with titanium cases. The combination with ceramic is the latest trend, even if this is at the expense of low weight.

7. Be brave: color, color, color!

Dark green and dark blue are set and can be considered standard, black and white dials belong to the classics and rise beyond the trends. But this year we can look forward to color: not a specific one, but various "cure-all" or candy colors, bright yet softened nuances just before pastel. Light blue and light green, mint, pink and light yellow are reminiscent of the 50s retro look and radiate a good mood. Ice blue and turquoise bring a vacation feeling to the wrist. The cheerfully colorful dials are not only seen on ladies' watches, but also on men's watches. While the former like to complement them with leather straps in matching colors, the latter opt for the combination with stainless steel or titanium straps.

8. Bright prospects: Gold

Sie darf wieder ungeniert glänzen: die goldene Uhr! Bei Damen nie wirklich weg, tritt sie jetzt noch stärker in den Vordergrund und blitzt auch unter Herrenmanschetten hervor. Wer sich nicht scheut, setzt auf ein komplett goldenes Modell: goldenes Gehäuse, goldenes Zifferblatt, goldenes Armband – auch in goldenem Leder ein Hit. Dabei ist klassisches Gelbgold die erste Wahl, massiv oder als hochwertige Beschichtung. Wer lieber Understatement lebt, wählt eine schwarze Uhr mit Gelbgoldgehäuse und goldenen Details, möglichst schlicht oder mit Skelettierung. Bei Damen ist zusätzlicher Diamantbesatz fast schon ein Muss.

It can shine unabashedly again: the gold watch! Never really gone with ladies, it now comes even more to the fore and also flashes out under men's cuffs. Those who aren't

afraid to go for a completely gold model, choose gold case, gold dial, and gold bracelet - also a hit is a gold-colored leather strap. Classic yellow gold is the first choice, either solid or as a high-quality coating. If you prefer understatement, choose a black watch with a yellow gold case and gold details, preferably plain or with skeletonization. For ladies, additional diamonds are a must.

9. Sparkling eye catchers: diamonds

Restraint was yesterday, luxury is the order of the day! Watches with diamonds not only love the big show, but also the everyday red-carpet moment. That's why the dials, bezels and cases of everyday models are increasingly sparkling. Diamonds, which in an increasing number of models can also come from synthetic production, are clearly preferred to rhinestones. Used in a pointed way, they lend femininity and elegance to minimalist watches. If the watch design is right and not too overloaded, they can preserve the everyday character of the watch even to several - albeit at a higher level. Lavishly set jewelry watches remain the stars and secret desires among diamond models.

10. What remains: Sustainability

Conscious buying is not only in fashion, but also in jewellery and watches. Sustainable materials are moving into the spotlight and are becoming more of an issue. This applies not only to alternatives to leather bracelets such as vegan apple or grape leather, but also to the origin of diamonds. Synthetic diamonds have found partial acceptance and are becoming more common. Recycled stainless steel, plastic cases and bracelets made from recycled PET bottles, ceramics and wood have long since ceased to be considered insider tips or extravagances. Supported initiatives, manufacturing and shipping are also being communicated. Solar watches are gaining popularity because there are no batteries to replace. Pre-owned watches also contribute to environmentally conscious behaviour, after all, they are given a second life and wearing time.

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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).