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TREND REPORT WATCHES 2024

Watch trends 2024: It's oh so quiet - calm and balance on the dial

"Quiet luxury" has been a theme in fashion for some time now and is now also establishing itself in watches. Calm, matt colors and neutrals create an unagitated, high-quality look. Now the very instruments designed to measure time, which have often caused temporary discomfort and stress in the modern working world, are encouraging people to relax and slow down. Small sizes, simple, minimalist dials and unobtrusive colors visually exude calm and balance. Mechanical watches no longer have to prove their perfection and precision: These are a given and are part of the self-image of every good watch brand. Now it is a matter of paying homage to beauty, allowing the eye to linger and discreetly emphasizing refined craftsmanship. You don't want to be reduced to just the looks... The exception is ladies' watches, where the jewelry character of the watch is allowed to stand out clearly.

Calm and Balance

Everything is in flux: size and shape

Triggered by the heritage trend, diameters are also becoming smaller and shapes more angular in new designs. While square and rectangular models are particularly popular in ladies' watches, the round shape continues to dominate in men's watches, but is reliably complemented by angular variants. What is striking is the increasing blurring of boundaries: the clear definitions of round and square are dissolving and making room for intermediate shapes. Multi-angular models and cases with rounded edges and round dials are creating new, less austere looks.

Tendency towards emptiness: Quiet dials

Numbers, indexes, sub-dials? The new dials look as tidy and minimalist as after a Marie Kondo cure. No overloaded information, but a reduction to the essentials, in some cases with the complete omission of numerals and indexes, defines the look. The result: plenty of space, a calm appearance, and a new, decorative character. Nevertheless, the dials are not boring. Noble colors, fine cuts and textures, diamond trimming and the emphasis on the hands and brand logo are used as eye-catchers. If functions are required, these are integrated discreetly and almost monochrome, with strong contrasts being avoided in favor of harmony.

Neutrals, smoke and darkness: a different take on color

After the 2023 color flash, the looks will change to neutrals - from cream to champagne and sand colors to smoky quartz - and shades of gray to matte, browned colors with smoky accents and less radiance. Blue and green remain popular, but appear in other shades: Blue becomes smoky blue, green changes to olive or sage, red takes on a brownish touch. Those who like it dark will find alternatives to classic black in black-blue and brown dials. The increased combination of green dials with brown leather straps is striking - a look reminiscent of a walk in the woods. The neutral and muted colors appear calm and sedate and complement the cheerful variety of colors from the previous season. Anyone who stocked up on color last year will now find a counterpart.

Everything in balance: the new lightness

Titanium is still on the rise, but is increasingly hiding its face behind golden coatings. This gives the dark gray a new elegance, going beyond sporty and masculine looks and becoming a visually attractive alternative to stainless steel. Those who like it light, but just as striking and robust, should keep an eye on the carbon models. Whether mechanical timepiece, digital watch or smartwatch: the lightweight yet extremely robust carbon fiber may be a marginal phenomenon, but it has potential.

Luxurious, but not quiet: jewelry watches for women

They are sparkling and glamorous, extravagant and eye-catching - and yet in their own way a sign of serenity and a relaxed approach to time: jewelry watches are increasingly replacing the functional representatives of their guild on ladies' wrists. Reading the time is a minor matter, but one that you don't want to do without completely. While the majority of models simply have a ring of diamonds sparkling on the bezel, others go for the full pavé setting or conceal the dial and thus become more and more a piece of jewelry - but one with a time display. Special designs attract attention, but the luxury versions in particular do not rely purely on external glamor, but also on a high-quality inner life including decorative complications.

Trends set to continue

Affinity for technology and sustainability

While the quiet watch representatives quietly and discreetly conquer the wrist and should not be underestimated, there are of course still the talkative models that not only provide precise information about the day, hour, minute and second, but also underline them sonorously (e.g. repeater watches), allow a look into the movement (skeleton) or provide information about activities and health status (sports watches and smart-watches).

Inhouse Movements

Classic three-hand models, chronographs and diver's watches are leading the way. In-house manufacture movements are almost a matter of course. They tinker, improve and invent new things in secret.

Retro

Heritage remains and influences the new designs. Not only are mechanical models from the middle of the last century reinterpreted, but digital watches from the 1970s and 1980s are also given a role model function.

Smartwatches

Smartwatches don't have to look like smartwatches. While classic watch brands have always designed their smart models based on mechanical models, electronic brands are now also taking inspiration from this look. Even moon phase displays can be seen.

Sustainability

Apple or grape leather, recycled PET bottles or wood, made in Germany or Switzerland? Sustainability is a topic that is increasingly coming into focus when it comes to watches - also and above all because it cannot be implemented one hundred percent. The more environmentally friendly materials are used, the better. From recycled gold, to recycled stainless steel, to recycled Nespresso capsules, from wood to paper to coffee, from vegan bracelet variants to solar watch movements - the variety of ideas from manufacturers is huge. If they also invest in climate projects, there are hardly any arguments against buying a new watch.

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BVSU) 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) and the Watch & Jewellery Initiative 2030.

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