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PAUL FORREST HARTZBAND
BEATING HEART

*The creator of the world's first mechanical pendants
opens up to REVOLUTION USA.*

BY **KEITH W. STRANDBERG**

Paul Forrest Hartzband grew up in the watch industry. His father had a watch factory in Montreal when he was young, and this company designed and manufactured everything for the watch except the movement. Hartzband's company exhibited at Basel for more than 25 years, and every year, Hartzband was tempted to go into the jewelry business as well as watches. Now, with the Paul Forrest brand, he is combining both passions.

How did you come up with your idea for the mechanical jewelry?

I have always had a love for jewelry and every year I would spend time crossing that bridge within the Basel show space from watches into jewelry. Often, I thought about expanding into jewelry but until four years ago, I was not clear on what would differentiate me from existing jewelry in the market. Separately, I have developed many patents for watches over the years and was working on a new patent when it immediately became clear that this new patent was the answer to my jewelry question! As *Revolution* readers know, a watch is "a machine with a heartbeat." Why not give jewelry a heartbeat? I wanted to give jewelry a soul, a pulse, and a heartbeat.

What sets your products apart from anything else on the market?

Our first collection, Heart's Passion, is a heart made of precious stones that actually has a poetic heartbeat. This is driven by a very small, hidden, 40-jewel mechanical movement. It is wound by a heart-shaped key which has a complex one-way ratchet system built within, which was inspired by a Breguet winding key from the 1800s and serves as the clasp of the pendant.

Heart-shaped and themed jewelry counts for a large percentage of jewelry sold worldwide, and our Heart's Passion is the only jewelry in the world that actually has a heartbeat.

What is the reaction when people see what the products do?

Virtually everyone who sees the pendant immediately smiles! They cannot stop looking at it. Most of the jewelers we have visited call in all the salespeople to look at it and the reaction is the same. It is interesting because when you view the pendant from a distance, what you see is the sparkling of the stones as they are always moving. It is

only when you take a closer look that you realize that the heart is actually subtly beating.

Women are becoming increasingly aware of feminine mechanical complications as seen on many high-level watches. This is a feminine complication for her!

Can you explain how you found the movement maker and your challenges getting things started?

Since this is my first brand, it was very important for me to make it the best it could be. I decided not to cut any corners that would sacrifice quality and therefore needed to work with a group of companies that represented the best craftsmanship in Switzerland available. It is very important to me that the product is 100% Swiss made.

I have been working with a Manufacturer in Fleurier, Switzerland, known as LTM SA for other projects and patents that I have developed. They accepted the challenge to help develop and manufacture Caliber PFC-001 for Heart's Passion. First of all, we had to create a mechanical movement and complication that was exceptionally small with enough power to drive the motion of the heavy diamond-set

heart arms. This movement creates an opening and closing motion, which is quite different from a watch. Another challenge was to make the perfect motion of the heartbeat to keep it very subtle and poetic. This was done by using a specially designed cam wheel. It took near two years to develop this movement which was built completely from the ground up.

Where are the products made?

The movement is made in Fleurier. The jewelry part of our pendant is very complex. There are many parts, and like a watch, the pendant must be waterproof to protect the movement. I am excited to announce that the jewelry parts will be manufactured in Genthod, Switzerland, in collaboration with Franck Muller. It is very exciting as they typically manufacture for their own brands and are well known for their innovation and high quality.

What is the price range?

Price begins at \$18,400 and goes to \$49,800, depending on the amount of diamonds and precious stones used. All diamonds are VVS quality, and all models are constructed in 750 white, yellow, and rose gold. ★

