

INTERNATIONAL

WATCH

MIDDLE EAST

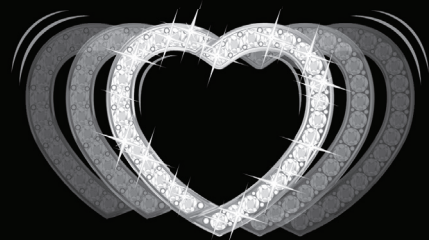
ANNIVERSARY Harry Winston Ocean Collection 20th - FOCUS Jaquet Droz Ateliers d'Art - SPECIAL Collecting Patek Philippe - PASSION Ferrari On Ice



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THE FALL ISSUE

www.watchoogle.com



To see the poetic beating of Heart's Passion®
please visit paulforrestco.com.

IT'S NOT ABOUT TIME, IT'S ABOUT PASSION
MANUFACTURED IN SWITZERLAND.



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Caliber PFC-001 is a very small mechanical movement with a specially designed cam wheel to drive a beating heart of jewels in a poetic motion.

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THIS IS THE ONLY
MECHANICALLY
DRIVEN JEWELRY.”



What kind of service life/profile might one expect?

Our Calibre PFC-001 was conceived to stand the test of time. It will accompany you through life and continue to function with beauty and reliability, if serviced properly.

The service frequency depends on the frequency and the environment in which it is worn. Therefore, we recommend that you have a complete service performed every four to five years. Paul Forrest authorized service centers will be happy to take care of your Heart's Passion pendant and answer any questions you may have.

When did the concept first come to mind?

I have been in the watch end of the business my entire life. In fact, my father was in the business and I started at a very young age learning manufacture of watchcases, bracelets, and other components. We focused on design and manufacturing for many of the world's leading watch brands, always behind the scenes.

I have always been fascinated by how mechanical watches and complications create various types of motion. At the same time, I have always had a love for jewelry. I have been at Baselworld for thirty-five years and would always walk the bridge from the watch section to jewelry. After all, the watch and jewelry business is really one.

Five years ago, I thought of building jewelry that had a soul and a pulse that would bridge the two divisions together. I imagined combining jewelry with fine Swiss watch mechanics and therefore Paul Forrest Co and Heart's Passion were born.

In the watch business, the movement is often referred to as the heart of the watch. As you know, there are many 'open heart' watches on the market. I thought there would be great interest in jewelry that had a heart of its own. Much of jewelry is about diamonds and other stones sparkling. By creating a heart of stones that is always in motion, it is always sparkling. At the center of the jewelry is a small hidden mechanical marvel that magically brings to life a heartbeat in a sparkling celebration of love. Much like a music box, each Paul Forrest pendent is brought to life effortlessly by a key to your heart.

It was no easy feat because nothing like this has ever been built before. We had to build a very small mechanical movement with the power to drive a beating heart of jewels in a very poetic motion. Thus, our first caliber PFC-001 was born.

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Paul Forrest Co's goal is to do something different, something that has never been seen or done before and to be the vanguard of the future in jewelry.

I have also decided that Paul Forrest Co. will be a brand that does not cut any corners, using only the finest materials and completely Swiss craftsmanship. All our jewelry is Swiss Made, which I hope help set us apart from other brands. I believe there will always be a market for the best quality product. This is the only mechanically driven jewelry.

Who is your target clientele?

Our end customer is a stylish 25 to 55-year-old woman who has the ability to buy what she wants, when she wants. She is immediately drawn by the originality, beauty and detail of our jewelry and is intrigued by the mechanical aspect of Heart's Passion. Many women are becoming increasingly aware of feminine mechanical complications as seen on many high-level watches.

Another big part of our end customer marketing is to men of the same age group who already are increasingly into fine mechanical watches and complications.

Men will be attracted to this unique bridge between jewelry and fine Swiss watchmaking. It's a great gift for their loved ones.

What is the price range?

This product is luxury jewelry. The range of suggested retail prices is between \$18,400 - \$49,800 depending on the amount of diamonds, precious stones, semi precious dials used, etc. For example our top tier product which retails at \$49,800 has a total carat weight of 5.812-carats of rubies and diamonds. The mid-range product has a total diamond carat weight of 1.34 and 3.15. We have a complete list of all models and details on our website. All jewelry is 750 (18-karat) gold. Diamonds are VVS quality. The movement is 15.6mm wide with approximately 145 parts. There are 40 jewels in the movement.

Where are they available?

We will first be launching the collection through a few Provident Jewelry locations in Florida this summer. This will be followed by launches in Los Angeles, Chicago, Dallas, New York and Arizona. We will also be launching this fall in Switzerland and Australia. We are looking into expanding in the Middle East and the Far East.

Service will be available at our authorized service center headquarters in the U.S. as well as in Switzerland. A good watchmaker would also be able to do any basic service. However, they should get in contact with us to become an authorized service center as the movement is quite different from an ordinary watch movement.

Can you make custom versions?

Yes, custom versions can be made depending on the retailer. It is important to note that we will always be evolving our collection. In fact, we are now working on adding six new versions to the collection.



BY GARY GIRDVAINIS

BEATING HEARTS

PAUL FORREST'S UNIQUE ACCESSORIES DO NOT ACTUALLY TELL THE TIME, BUT THE FLEURIER MECHANICAL MOVEMENTS HOUSED WITHIN HIS NECKLACES-IN-MOTION ELICIT FINE SWISS MICRO MECHANICS. IW RECENTLY HAD A CHANCE TO MEET WITH THE MAN HIMSELF. HERE ARE HIS THOUGHTS ON DEVELOPING HIS MECHANICAL JEWELRY.

IW: Who are the key players behind the idea and the creation of Paul Forrest's Jewelry-in-motion?

Paul Forrest Hartzband: About five years ago during the Baselworld Fair, the idea came to me during a walk to the jewelry side of the Fair. For the next several hours, I sat with Alexander Nugent, now COO of Paul Forrest Co, drawing some very rough concept ideas for the heart beat and its function.

Once we had finished the basic technical drawings for the operation of Heart's Passion a few weeks later, we immediately began the international patent process.

I knew we had created something in Heart's Passion that did not exist. The next step was to find a very high level movement manufacturer for the engine of Heart's Passion. I had previously worked with Le Temps Manufacture (LTM) in Fleurier, Switzerland, for some years and knew they were the right partners to get the job done. It is extremely important to me that the heartbeat is very subtle and poetic with a strong life, and I knew LTM could make this happen.



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IT TOOK NEAR TWO YEARS TO DEVELOP THIS MOVEMENT, WHICH IS BUILT COMPLETELY FOR PAUL FORREST CO. FROM THE GROUND UP.



The next step was to find the right partner for manufacture of the jewelry, which is quite complex. There are over thirty-five parts in just the jewelry alone. I presented the concept to long-term colleagues of mine, and they had a great thought regarding this manufacture. They introduced me to Franck Muller Manufacture. As they liked the idea, they agreed to take on this task. They don't do work with any other outsiders of their group, so we are quite honored.

Even the heart-shaped key that is also the clasp is quite complex. It has an internal ratcheting system for winding. For this, we partnered with the Italian Jeweler Gaspari.

What were the most difficult hurdles in bringing these to life?

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 I therefore needed to work with a group of companies that represented the best craftsmanship available. It is very important to

me that the product is Swiss made. I have been working with LTM for other projects and patents that I have developed. They accepted the challenge to help develop and manufacture Calibre PFC-001 for Hearts 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 heavy diamond-set heart arms. In a watch, the movement drives very lightweight, typically aluminum hands.

This movement creates an opening and closing motion, which is quite different from a watch.

Another challenge was to make the motion of the heartbeat very subtle and poetic. This was done by using a specially designed cam wheel. It took near two years to develop this movement, which is built completely for Paul Forrest Co. from the ground up. Normally, even very high-end watch brands begin with an existing Caliber movement, before modifying it to make it their own.