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## PARMIGIANI FLEURIER



This year at SIHH, Parmigiani Fleurier put its technical mastery on display. We've come to expect much from this small brand with big capabilities, as each year they serve up watches with bold case designs and high complications alongside traditional artworks such as enamel and miniature marquetry. Over the last few years, Parmigiani Fleurier has pursued collaborations within the world of soccer, most recently via a partnership with the CBF, otherwise known as the Brazilian Football Confederation, the body that fields the Brazilian National Soccer Team.

The latest CBF watches feature color combinations and design cues that recall the national flag of the South American soccer juggernaut. A few of the models feature sporty chronograph functions, a complication perfectly suited to a sporty lifestyle.

The sportiest models belong to Parmigiani's popular Pershing chronograph line.

The men's version, the Pershing Chronograph 005 CBF, comes with a titanium case with a white gold or red gold bezel. At 45 mm in diameter and 14.2 mm thick, it's on the large side of modern watches—engineered to appeal to masculine sportsmen. The watch's dial comes in a deep blue *côtes de Genève*, and the continuous seconds display, at 3 o'clock, is framed by green stars that recall the Brazilian flag. The ladies' version, which is available in steel with a rose gold bezel set with 56 brilliant-cut diamonds, measures 42 mm in diameter. The movement powering this watch is the same PF 334 found in the men's version. Both of these watches are engraved on their casebacks with the CBF logo. Like all Parmigiani Fleurier watches, they come on hand-stitched Hermès leather straps.

This year Parmigiani also announced a CBF version of its versatile Transforma timepiece, which, as the name implies,



“transforms”—from a wristwatch, to pocket watch, to an elegant table clock. Each Transforma CBF watch comes with two watch heads, a chronograph and an annual calendar, called the Quator, allowing the wearer the added versatility of making his watch sporty or refined, depending on his mood. The watch set comes with an elegant case to hold all of its various components. This box also doubles as a watch rotator, keeping the watch head that is not in use wound and ready to go.

Parmigiani continues its collaboration with super car maker Bugatti with the latest model that pays homage to the French marque's automotive creations. The latest watch is a red gold version of the Bugatti Super Sport, which was launched in 2010 at Pebble Beach alongside the car that inspired its design.

Limited to only 30 pieces and presented in an unconventional, auto-inspired case shape, the Bugatti Super Sport features a power reserve of 10 days on a single wind. When taking in the bold, three-dimensionality of this avant garde case, it's worthwhile to remember that Parmigiani, as comprehensive a watch manufacture as there is, makes this case in-house.

Even though Parmigiani is known primarily as a technical watchmaker, the firm is also adept at various *métiers des arts*, including miniature marquetry. Perhaps more than any other luxury brand, Parmigiani has aligned itself with the musical arts through the sponsorship of musical festivals such as the Montreux Jazz Festival.

Parmigiani's most artistic releases this year include two Tonda Tourbillon wristwatches—one honoring Woodstock and

the other Woodrock. These two watches feature guitar-shaped motifs that have been painstakingly created in the images of the Stars and Stripes and the Union Jack, honoring the two countries that have contributed so much to the history of rock 'n' roll, the United Kingdom and the United States. The hand-wound seven-day tourbillons are unique pieces, the American piece in polished rose gold and the British in platinum.

A third musical homage came in the form of a beautiful vermeil table clock, in which a wood marquetry scene of the jazz age graces the dial. A violin, a piano, and a trumpet are depicted in marquetry. The hours and minutes are on the main dial, a small seconds display above. The mechanism vibrates at 2.5 hertz and features winding and time-setting by two included keys.