

“We are the 100% manufacturer”

Nomos Glashütte's reliance on its own production really pays off

Interview by Iris Wimmer-Olbort

The mood is brilliant at Nomos Glashütte. In 2016, this German brand had the best business year in its history. Now the label is aiming to become more international, as CEO Uwe Ahrendt explains.

BWDN: Nomos Glashütte is becoming increasingly successful. Why is its participation at Baselworld so important for you?

Uwe Ahrendt: Nomos Glashütte is still establishing itself internationally, although the interest is growing continually. The throngs at our opening event and the number of appointments in our 2017 calendar are both greater than ever.

What's the secret of this success?

I believe that one important component here is that we have invested in the right places. Furthermore, we have wristwatches and a product philosophy that suit today's era: we obviously have our finger on the contemporary pulse with our design language, which is influenced by the Deutscher Werkbund and the Bauhaus movement. Another factor is that compared to our competitors, the prices of our watches have been noticeably lower and have remained more stable in recent years.

Nomos Glashütte has increasingly relied on its own production in past years. Why is this so crucial?

We were already making our own movements in 2005. We are the one-hundred per cent manufacturer. We took the final important step into technical independence with the introduction of the Swing System in 2014. Glashütte has always been associated with the best quality. We've taken this tradition very seriously indeed.

> 1.1, E79

Uwe Ahrendt, CEO Nomos Glashütte

In the mesh of time

Fope premieres its first watch at Baselworld

By Axel Henselder

Fope is premiering its first wristwatch at Baselworld 2017 – Lady Fope. This Swiss-made jewellery watch is available in 18-karat white or rose gold. The wristband integrates Fope's unique Flex'it system: the elastic wristband slips

securely and conveniently on and off its wearer's wrist. Lady Fope is a genuine jewel of our time.

The Italian manufacturer of luxury jewellery is famous for its dream-come-true golden meshes.



Bracelets from the new Prima collection in 18k rose, yellow and white gold

However, it is the patented Flex'it system that makes the Fope so unique. The robust gold springs concealed inside the bracelets and rings allow these pieces of jewellery to slip on and off easily without any clasps. These durable springs last throughout the lifespan of the jewellery.

Another premiere for Fope at this year's Baselworld is the new Prima collection. Featuring a brand new

Flex'it mesh chain, Prima reaffirms the technological excellence that distinguishes Fope's development team and its production sites in Vicenza. Prima bracelets and rings are fine and light, yet incredibly sturdy and long-lasting. They are also unusually flexible thanks to their dozens of concealed, 18-karat gold springs. Numerous versions are available with gold and diamonds. The attractive retail prices make this new collection especially interesting for a wider and younger target group.

> 1.1, E01

Fope's first wristwatch has a Flex'it wristband in 18k rose gold

News

Nomination – is previewing two new collections at Baselworld 2017, in a particularly important year for the brand, celebrating its 30th anniversary. The two lines, named **Bella** and **Unica**, will enrich the choices available to fans of the Nomination style who have a keener eye on fashion trends. The **Bella** line features new details, such as hearts and geometric shapes, while **Unica** is an eye-catching oval in different sizes. These wide-ranging lines will simply spoil you for choice. (af)

> 2.1, F81

