



## IN FOCUS

COUTURE TIME AWARDS | WHAT HAPPENS IN VEGAS MAKES NEWS FOR COMPETITORS  
TEXT BY: MARIE A. PICON

**Watch Journal** partnered with the Couture show for the first time this year to present an all-new juried watchmaking competition. The Couture Time Awards rolled out as part of the inaugural Couture Time watch trade show, held at the Wynn Las Vegas in June.

Competition was fierce, with 20 brands entering their latest horological creations into three prize categories. To judge the watches, organizers assembled a distinguished panel of experts representing various facets of the watch industry. The jurors included John Reardon, head of the Watch and Clock Department at Sotheby's in New York; *Watch Journal* international editor Keith W. Strandberg; veteran watch journalist Roberta Naas; watch collector and TimeZone.com forum moderator Sam

Yukon; and Nick Stellino, a celebrity chef and watch collector, who also took the podium during the June 4 ceremony to announce the winners.

Anticipation ran high as a crowd of nearly 800 gathered in the fabulous Encore Ballroom for the awards presentation. As the winners were announced, it became clear that young, Swiss watch brands had swept the American competition. The award for Watch Architecture—for excellence in case, dial and/or strap design—

went to the Ladoire Black Widow Mr. Green, a deconstructionist vision of a dual time zone watch, with open dial structure, a large, lever-style corrector in the caseside and asymmetrical lugs. The award for Technical Excellence—for achievement in movement design—was claimed by the Speake-Marin Marin 2 MK1 Thalassa, featuring a hand-finished, manual-winding movement, entirely designed exclusively for this model. The award for Innovation was presented to Christophe Claret for the 21 Blackjack watch, featuring miniature mechanical re-creations of classic casino games: Blackjack with striking mechanism, Roulette on the winding rotor, and a set of 1.5-mm dice.

*Watch Journal* publisher Glen Bowen joined Stellino onstage to congratulate each recipient. About the importance of the all-new awards program, Bowen says, "We created the Couture Time Awards to highlight the achievements of today's top watchmakers and draw attention to the amazing work they are doing. The results of the inaugural competition demonstrate the jury's appreciation for the extraordinary creativity of young, Swiss watch brands."

[thecoutureshow.com](http://thecoutureshow.com)



Phil Ogle accepting on behalf of Christophe Claret



Representing Ladoire, Alexis Sarkissian and Lionel Ladoire

### LADOIRE BLACK WIDOW MR. GREEN

Winner for Watch Architecture—for excellence in case, dial and/or strap design

**"IN THE HIGHLY COMPETITIVE AND POLITICAL WORLD OF LUXURY WATCHMAKING, IT IS REFRESHING TO SEE THAT AN ORGANIZATION SUCH AS COUTURE CAN SHOW AN UNBIASED VIEW AND AWARD THIS PRIZE TO A VIRTUALLY UNKNOWN INDEPENDENT WATCHMAKER SUCH AS MYSELF."**

—PETER SPEAKE-MARIN

### SPEAKE-MARIN MARIN 2 MK1 THALASSA

Winner for Technical Excellence—for achievement in movement design



Peter Speake-Marin



### CHRISTOPHE CLARET 21 BLACKJACK

Winner for Innovation