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DEBONAIR



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ASTON MARTIN
BENNETT WINCH
CHRISTOPHE CLARET
MERCEDES-MAYBACH
CHRISTIAN LOUBOUTIN

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PRECISION

I became interested in the watch industry... when I was just 12 years old, and I've had a fascination for anything mechanical ever since. My motivation has always been to identify what hasn't been done before and to be truly innovative in the watchmaking field.

As head of the company my most unbelievable find... happened more than 10 years ago, when we produced the world's first laser cut machine, which at this time was revolutionary. This machine cuts components 10 times faster than standard machines, with precision and a high level of quality.

The brand I currently feel most connected to is... Christophe Claret, of course!

The first watch I ever received was... a silver pocket watch. I bought it with my own pocket money when I was 14 years old.

I think the watch industry and high-end luxury is... Luxury in watchmaking is a timepiece that combines creativity alongside both technical and aesthetic coherence. It should evoke a real emotion.

The greatest development from my brand is... the X-TREM-1 timepiece for men (*pictured right*) and the Margot timepiece for women.

An object from outside the industry that has an important effect on my work is... love.

On my desk you'll always find... a sketch of one of our future watches.

My favourite aspect of my company is... that we have an amazing and truly diverse team that together has the knowledge, experience and innovation to design and produce the components of a watch — the movement, box, dial, hands and so on.

I think the Dubai market is... a highly competitive one for us. We are an independent, niche brand and although the clientele here is knowledgeable and passionate about watches, we understand that we are competing with many other brands that are recognised and established internationally. ▶

[WATCH FACE]

Insights from people who shape the watch industry



SEEING RED

Debonair chats with Christophe Claret, head of his eponymous independent watch brand



Christophe Claret describes himself as a perfectionist. In this respect, he loves to quote Leonardo da Vinci: "Details make perfection, but perfection is no detail." This leitmotif is also that of the personnel active within the manufacture. All have been chosen from among the finest artisans and workers in the region, in order to uphold its level of excellence.



► **Watch journalism is important because...** it allows us to showcase the innovation, the perfection and the exclusivity of our watches.

If you had a time machine, is there a period of watchmaking you would change, and how? Yes, the crisis of 2009. The watchmaking industry is at the heart of the luxury market and ours was a sector directly hit by the crisis. Watchmakers had to rethink what was most important to consumers during this time and champion the art of watchmaking as opposed to being extravagant, for example.

How do you unwind outside of work? Work is my passion but taking time to relax is just as important! I love to make time for family and friends and often find inspiration for my work in the things I do outside of it.

If I didn't work in the watch industry I would... History intrigues me, so I think I would have been an architect in the restoration of historical monuments. ■
christopheclaret.com

