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Christophe Claret
Baselworld 2014
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*The
Diamond Issue*

CHRISTOPHE CLARET

by Christel Lee



We will never know for sure what made an iconic maker of complicated men's watches venture into the minefield of love. Yet, that is what Christophe Claret has decided to do. Founded by its namesake 25 years ago on the Neuchâtel mountain region, the brand is now exploring uncharted territory and reinterprets one of time's hidden meanings.

At Baselworld 2014, Christophe Claret unveiled their latest complication, their first one specifically designed for the fairer sex. *Margot*, a beautifully finished daisy-themed complication, features a unique and intelligent vision of love, a play on how a lady in love may pluck petals to answer a question that can never be fully answered—how does her man of choice feel about her? *Margot* attempts to present answers.

The timepiece features a blue mother-of-pearl dial with verses of Victor Hugo's *Unité* poem inscribed on it. Twelve white, satin-lacquered titanium petals encircling a yellow sapphire pistil appear and disappear randomly at the press of a pusher at the two o'clock position. Shedding its petals to an accompanying crystalline chime, calligraphic letters positioned at the four and seven o'clock positions reveal one's amount of affection varying from *pas du tout*—French for not at all—to *à la folie*, meaning madly.

The dial is completed with pear-shaped diamonds for hour markers. A band of 68 baguette-cut diamonds totalling 5.2 carats circle around the white gold bezel. The timepiece's lugs aren't spared either: a small hexagonal diamond sits inconspicuously at the top lug.

Keeping in mind that ladies love to have options, the watch manufacture has designed three other versions: *Margot* is also available in rose gold, and each colour comes with a choice of either baguette-cut or snow-set diamonds.

Completed with a white alligator wrist strap, the timepiece gives new meaning to wearing your heart on your sleeve. 💎

*It's
Complicated*
A man's answer to a woman's
eternal question