

INDUSTRY WATCH

BOZEMAN BENEFITS

Bozeman Watch Company, named for the Montana town where it is based, had more than one reason to celebrate on December 15, its first anniversary. In one short year, Bozeman has produced six special watches. One of these is the official wristwatch of the National Smokejumper Association (NSA). In addition, a one-of-a-kind watch



The Bozeman USS Montana

signed by Montana's governor raised \$5,000 after it was donated to a charity auction to benefit the NSA. But just one week before the anniversary celebration, Bozeman CEO Christopher Wardle attended a much more somber event. After creating the special edition USS Montana watch, Wardle attended the 65th anniversary of the 1941 bombing of Pearl Harbor at the request of the Pearl Harbor Survivors Association (PHSA). Wardle presented the PHSA with a check for \$7,100, the value of its soon-to-be-released USS Montana, of which there are only 50 pieces. "While the USS Montana was a tribute to this great state, the company's involvement with the PHSA is really a tribute to all those who have sacrificed for the freedoms we appreciate here in America. Without such freedom, the Bozeman Watch Company might never have come together. This is just our way of saying thank you," remarks Wardle. Visit <www.pearl-harborsurvivorsonline.com> and <www.bozemanwatch.com>.

A REAL WORK OF ART

Extraordinary Watches, Westime's luxurious look at watches as art, published in 2006, "was born out of the desire to commemorate our appreciation of art expressed in many forms—from timepieces we carry, to wine, travel and the beauty in life," says Barbara Simonian, owner of the California-based retailer and watch distributor. She says the book was made for clients and friends of Westime's two stores. Approximately 50,000 copies of the 159-page volume were given to platinum American Express cardholders and other customers. Within its pages is featured each of the 33 brands that the Los Angeles and Beverly Hills stores carry. Text, photos, drawings and artistic backgrounds are interspersed with images of art, from sculpture to abstract paintings. Simonian says Westime is already working on a second volume, but a publication date has not been set. Visit <www.westime.net>.



Westime's book, Extraordinary Watches

NOT TO BE MISSED

JCK has announced dates for its myriad 2007 events, which provide the jewelry industry with "dynamic educational sessions, terrific networking events and unmatched exhibit areas." The biggest event of the year is the Eighth Annual Luxury by JCK and Premiere by Prestige Promenade, held May 29–31 at the Venetian Hotel in Las Vegas. This blockbuster is followed by the Sixteenth Annual JCK Show—which includes Swiss Watch by JCK—spanning various Las Vegas venues, June 1–5. Next up is JCK New Delhi, held at the Pragati Maidan Exhibit Centre, July 7–10.

ENTERPRISE AWARDS

Since 1976, Rolex has annually recognized selected scientists for their commitment to harmony between mankind and nature and the preservation of the cultural heritage of indigenous people. The International Rolex Awards for Enterprise provides its winners with financial support and encouragement. For 2006, the laureates are: Brad Norman, marine conservation; Rory Wilson, zoology; Dr. Pilai Poonswad, biology; Shafqat Hussain, economics; Alexandra Lavrillier, ethnology; Chandra



French ethnologist Alexandra Lavrillier

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Shroff, education; Julien Meter, bio-acoustics and linguistics; Zenón Porfidio Gomel Apaza, agronomy; Runa Kahn Marre, boatmaking; and Cristian Donoso, law. For more on the awards program, visit <www.rolex.com>.

JCK Events has also announced the appointment of Stacey Huzi as director of marketing. The trade show giant is represented by Kerwin Communications. Visit <jckgroup.com> for more.

A MOVABLE MENAGERIE

What does one do after one's beloved design studio at the corner of 53rd and Madison is razed to make way for a new NYC high rise? You move out and move on, of course! At least, that's what Pedro Boregaard did. The world-renowned jeweler, who has been producing his own collection of jewelry since 1983, moved his studio to his country retreat on the Delaware River. Evidently, the water has provided inspiration—Boregaard's latest pieces include the Alligator Collection in sterling silver and brown diamonds. No surprise, really: Boregaard has long drawn inspiration from nature in his inimitable pieces. For more, visit <www.boregaard.com>.

OCEANAUT DIVES INTO SUNDANCE

Danny and Frances Blair, co-founders and owners of Oceanaut, followed the stars from California to Utah during the recent Sundance Film Festival. They were in attendance at the Entertainment Tonight and Gibson Guitar Celebrity Hospitality Lodge during the week of January 20–29. Actors and actresses such as Samuel L. Jackson, Terri Hatcher, Timothy Hutton, Aidan Quinn and Josh Hartnett were among those that vis-



Rochelle Ibarra (Oceanaut) is all smiles with HBO "hottie," Adrian Grenier at the Sundance Film Festival

ited with the Blairs at the lodge. Oceanaut gifted singer-songwriter Greg Laswell with its Conquistador watch at the Artists Den VIP event, also attended by a number of celebrities. Call 310.372.0457 for more on the brand.

CAGING SUCCESS

Since November, Nicolas Cage has been featured in Montblanc's new advertising campaign, "Helping others gives success true meaning." Cage, a new international brand ambassador, is shown wearing either a Montblanc Star Chronograph Automatic or TimeWalker Chronograph Automatic. Purchasers of either of these models will be proud to know that a significant portion of the sale of each watch will go to the "Heal the Bay" organization, which Cage is also supporting. Visit <www.montblanc.com>. ❖