

A NEW CHAPTER

Bringing together some of the world's master watchmakers to collaborate on the creation of one single exclusive timepiece is the idea that gave birth to Steven Holtzman's 'Maitres du Temps'

TEXT: 'JJ' JEREMY JOHANSON PHOTO: VARAVUDH LATTANAN



LEFT: STEVEN HOLTZMAN, RIGHT: DANIEL ROTH

With the watch brand 'Maitres du Temps' (Masters of Time), Steven Holtzman has created a new reality from his own personal vision. "There are other brands that work with different 'concepts', but there are no brands that work with multiple personalities in building just one project, or 'one chapter'."

The idea behind Maitres du Temps is to call each watch, each movement, a chapter. Currently, there are six different chapters in various stages of development. "This is the beginning of a story that will be an interesting work to read." Chapters One and Two are

already finished and on the market, while Chapters Three through Six are in various stages of development.

Chapter One is a collaboration between three watchmakers, Christophe Claret (Swiss), Roger Dubuis (French) and Peter Speake-Marin (British). They represent three different generations, as well as three different styles of watch-making. It's a high complication in a very limited production of one to two watches a month at a high-end retail price of €350,000.

Maitres du Temps' specificity is the use of automated 'rolling bars' on the top and bottom of the watch, to indicate different functions. In Chapter One, the rolling bars on top represent the moon and stars, while the bottom gives you the day.

Other components include; tourbillon, mono-push chronograph, double-retrograde GMT and date. There are five series, each with only 11 watches, for a total of 55 and 30 already committed.

Chapter Two's concept is targeted more towards businessmen. "A watch that means business. Very legible. Very easy to understand. To be worn daily, with each function very clearly settable." The month is spelled out on the top rolling bar, and the day on the bottom, with a 'big day' visible in the centre. "So you see everything you need to know at one fast glance."

Each watch has the brand's trademark octagon shape. "This implies all sorts of positive connotations. There is also a Feng Shui 'Bagua' compass engraved on the glass to bring good fortune to the wearer." At €60,000, 100 of its four versions of 50 each have been ordered, with 100 still left up for grabs.

In Thailand, they are represented by *Frank's*. "They are the ultimate partner. With a huge appreciation for complicated timepieces, they know the Thai market better than anyone."

When asked about Chapters Three to Six, Steven only told us to... "look forward to equally interesting innovations bringing together the best in Haute Horlogerie watchmaking." ■