

# NEWS REPORT

By Nazanin Lankarani



candidate, who, in turn, must have the desire to integrate, and commit to staying long-term and learning the language.

## PUTTING A BRAVE FACE ON IT

Since 2012, when Nomos Glashütte first launched its collaboration with Doctors Without Borders, the German brand has raised over \$500,000 for the international humanitarian organization. Targeting an even \$1million, the charitable work continues with new specially designed, limited-edition timepieces. Nomos and its retailers have, as before, pledged to donate \$100 to the NGO for each of the watches sold.

The project started in Germany with special collections based on two of its signature mechanical models, the Tangente (*below*) and the Tetra. Each watch bore the engraving "Doctors Without Borders" on

## REACHING OUT TO REFUGEES

A. Lange & Söhne has come up with a creatively charitable way to help migrants integrate into German society. For the past year, it has been implementing a programme to recruit young refugees for its manufacture in Glashütte.

"We wanted to contribute to the German humanitarian effort by finding a way to give young refugees a chance to become watchmakers," says Wilhelm Schmid, chief executive of A. Lange & Söhne.

The company hopes to recruit five people, aged 18 to 26, into its one-year language programme, to be followed by an immersive placement in the manufacture. "We need people who are curious, eager to learn, and want to take a chance with us," said Schmid. The programme comes at a cost to A. Lange & Söhne of €25,000 to €40,000 per

the dial below the six o'clock marker. Given the success of the original German series, now sold out, Nomos extended its programme to the UK and the US, where it is offering six differently sized models. The special-edition models retail between £1,240 and £1,460 in the UK, and \$1,960 and \$2,330 in the US.

## AMBASSADOR CLASS: WHO'S WHO

### Bell & Ross

Bell & Ross has added a racing-car driver to its list of professional users and named Carmen Jordá, 28, who is also a model, as ambassador for its new ladies' line. Though not yet a "serious" contender, Ms Jordá, who is Spanish and the daughter of racing driver José Miguel Jordá, is a racing-car and development driver for Renault's F1 Team.

### Bremont

The British brand Bremont has announced the British adventurer and rower

Olly Hicks as its new ambassador. Having just embarked on the world's first documented kayak crossing from Greenland to Scotland, a 1,200-mile journey called the Wake Of The Finnmen, next December, Hicks is planning to take on the Southern Ocean, where he will attempt to row around the globe solo.

### Hublot

Hublot welcomed Lang Lang (*below*), the international piano sensation, as its brand ambassador. Last May, the Chinese classical pianist gave an exclusive private performance to mark the opening of Hublot's new boutique on Fifth Avenue in New York. Proceeds from the shopping event went to charity.



### Chanel

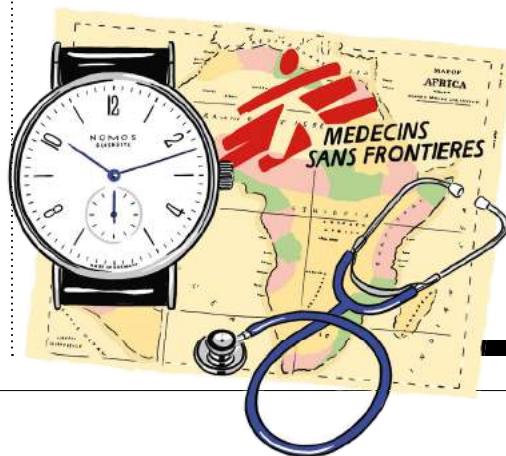
French actor Gaspard Ulliel, the face of perfume line Bleu de Chanel, is now the ambassador for Chanel's men's watch, Monsieur de Chanel.

### Piaget

Piaget has picked the award-winning Canadian actor and producer Ryan Reynolds as international brand ambassador for Piaget watches. Mr Reynolds, 39, delighted television audiences as Michael Bergen on the hit ABC sitcom *Two Guys and a Girl*.

### Richard Mille

Richard Mille will welcome a new German partner, the tennis player Alexander Zverev. The record-setting and spectacular performances of the 19-year-old prodigy echo those of Rafael Nadal, a familiar figure to Richard Mille. The right-handed Mr Zverev will henceforth play wearing a Richard Mille RM 27-01, a timepiece developed with Mr Nadal that boasts a tourbillon calibre suspended by cables capable of resisting accelerations of up to 5,000Gs.



ILLUSTRATIONS THROUGHOUT: STUDIO NIPPOLDT