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Backes & Strauss Debuts Flawless Timepieces In Hong Kong

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WATCHES & JEWELLERY

High jewellery watchmaker Backes & Strauss recently presented four outstanding new models, with each making their world premiere in Hong Kong

Founded in Hanau, Germany, in 1789, Backes & Strauss is the world's oldest diamond company. Although the house got its start crafting haute joaillerie pieces, for more than a century of its recent history, Backes & Strauss took a behind-the-scenes, business-to-business approach, sourcing, cutting and dealing gems to other jewellers.

Over the past 12 years, however, since entering into a partnership with leading luxury watchmaker Franck Muller, the brand has found a new focus, specialising in the creation of elegant diamond- and jewel-encrusted timepieces. Driving this evolution was Backes & Strauss CEO Varktess Knadjian, who in early October, visited Hong Kong to exclusively unveil four new high-jewellery models.

Backes & Strauss Focus



Backes & Strauss luncheon debut in Hong Kong (Photo: Courtesy of Backes & Strauss)

During a luncheon at 3/F Eighteen Sharp, Knadjian debuted the Picadilly 45 King Tourbillon, Piccadilly Renaissance Ballerina Jonquil, Piccadilly Renaissance Ballerina Rainbow, and Piccadilly Renaissance Diamond Heart Dint—exquisite bejewelled watches that Backes & Strauss refrained from showcasing at WPHH Geneva 2018, instead choosing to display each for the first time in Hong Kong.

Here, we reveal a little more about these magnificent timepieces.



Piccadilly 45 King Tourbillon (Photo: Courtesy of Backes & Strauss)

Piccadilly 45 King Tourbillon

The tourbillon complication was first intended to allow pocket watches, kept at a static angle throughout much of the day, to counteract the adverse effects of gravity and continue keeping accurate time.

Of course, modern wrist watches move through the gamut of positions while worn, meaning their timekeeping is negligibly affected by gravity. Thus, today, the presence of a tourbillon in a watch mainly serves to indicate the wearer's appreciation for haute horology—and their affluence.

The latter factor is amply expressed by Backes & Strauss's stunning new 45mm white-gold cased Piccadilly 45 King Tourbillon, embellished with a veritable treasure chest of gems (including 48 baguette diamonds on the case, seven emeralds and 138 white Ideal Cut diamonds on the dial, 30 white Ideal Cut diamonds on the buckle and another on the crown).



Piccadilly Renaissance Ballerina Jonquil (Photo: Courtesy of Backes & Strauss)

Piccadilly Renaissance Ballerina Jonquil

This latest in Backes & Strauss's Piccadilly Renaissance Ballerina collection reflects the balanced, measured, graceful steps of the artform that serves as its inspiration.

Its dial, 33mm case and bracelet (available in a choice of white or rose gold) are entirely encrusted in elegant, graduating-coloured waves of white Ideal Cut and yellow diamonds—with a staggering 291 diamonds on the dial, 272 on the case, and no less than 737 on the bracelet, totalling 14.12 carats in all.

Powered by an extra-thin, mechanical-winding movement, awaken this sleeping beauty each day with a few turns of the diamond-studded crown — a signature of Backes & Strauss.



Piccadilly Renaissance Ballerina Rainbow (Photo: Courtesy of Backes & Strauss)

Piccadilly Renaissance Ballerina Rainbow

An even more colourful expression of the Renaissance Ballerina, this vivacious rainbow-toned iteration is studded with 1,301 gemstones, comprising 233 white Ideal Cut diamonds and 1,068 multi-coloured sapphires.

Like the Renaissance Ballerina Jonquil, the Ballerina Rainbow features a 33mm case (in white gold) and its discreet two-hand, hour and minute display is driven by a super-slim, manual-winding mechanical movement.



Piccadilly Renaissance Diamond Heart Dint (Photo: Courtesy of Backes & Strauss)

Piccadilly Renaissance Diamond Heart Dint

Forged in the earth's heart over the course of millennia, what better way to express eternal devotion than with a bevy of diamonds, painstakingly shaped like love hearts? Inspired by the great romance of Queen Victoria and her consort Prince Albert, the Piccadilly Renaissance Diamond Heart Dint is presented in either white or rose gold case (at an impressive scale of 40mm).

The mother-of-pearl dial is decorated with an interlocking heart motif and heart-shaped rubies at the 12, 3, 6 and 9 o'clock marks, while the bezel features 36 heart-shaped diamonds, and the case is paved with 188 round brilliant-cut diamonds. An alligator leather strap ensures the timepiece remains secured to the wrist, while the beauty and sentiment of the watch ensure anyone who gives this as a gift will ever remain in the recipient's heart.

Discover more at [backesandstrauss.com](https://www.backesandstrauss.com)