ECHO OF DECO

RALPH LAUREN REVISITS ART DECO WITH SPARKLING WATCHES AND STUNNING JEWELS BY LAURIE KAHLE

With its strong rectilinear symmetry and clean geometric forms, Art Deco design fused modern with classic, au courant with timeless. Since the term was coined following the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes (International Exhibition of Modern Decorative and Industrial Arts) in Paris, Art Deco has managed to stay relevant and revered while other design trends have faded into obscu- women's collection featuring svelte, rity. The movement ushered in a pro- i glossy black silhouettes punctuated lific era of artisanship in decorative ; with scarlet Chinoiserie accents to the objects and fashion accessories, revo- ! latest 867 watches, now updated for lutionized the way women dressed, | 2012 with sparkling diamonds on the and transformed architecture around square bezels.

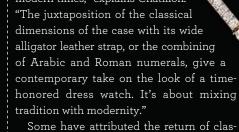
the world, particularly in New York where Deco skyscrapers remain idealized landmarks. Nearly 100 years later, Deco continues to influence our early-21st-century aesthetic from interior design to fashion, and, yes, even watches. Designer Ralph Lauren has long found creative inspiration in the glamorous Deco era—from designing Robert Redford's suits for the 1974 film "The Great Gatsby" to his fall 2011





silver opaline dials, defined black numerals, ; modern times," explains Chatillon. and some models featuring meticulous gemsetting and elaborate hand-guided guilloché engraving. The slim, elegant profile is possible due to the 2.1-mm-thick, ultra-flat of Arabic and Roman numerals, give a manual-winding RL430 movement developed for Ralph Lauren by Piaget, which has specialized in ultra-thin mechanical move- ; tradition with modernity." ments for more than half a century.

original and modern expression of Deco style rather than a revival of a vintage piece. "The thin silhouette, smaller proportions and minimal yet refined aesthetic of Deco



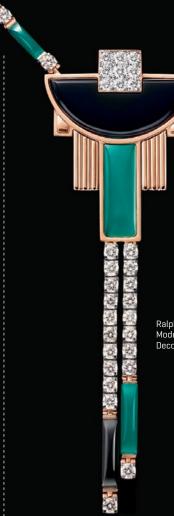
Some have attributed the return of clas-While classical, the watch's design is an | sicism and simplicity in watch design to the dismal economic conditions of recent years. Such retraction and uncertainty, it is reasoned, prompted renewed interest in quality and lasting value. "We have observed in these times that people are returning to fundamenwatch designs are all tals—seeking classic yet unique watches with elements that can be the essential functions, quality, authenticreinterpreted for ; ity and a style that endures," says Chatillon. "These values can be reinterpreted through Art Deco influences, focusing on precious materials, simplicity and clean lines-making for an elegant watch with a genuine yet contemporary presence."

Still, the Art Deco period is known more for fabulous jewelry than for watches. The Great Depression overlapped with the Deco era, which lasted through the 1930s, yet despite the economic hardship, the period emerged as a Golden Age for jewelry design. Indeed, it was a Boucheron black enamel bracelet appointed with cabochon rubies, emeralds and sapphires that captured the coveted Grand Prix at the 1925 Paris Exposition. Embraced by René Lalique, Cartier and scores of other visionaries, bold geometric Art Deco jewelry referenced Egyptian, Oriental and other non-Western

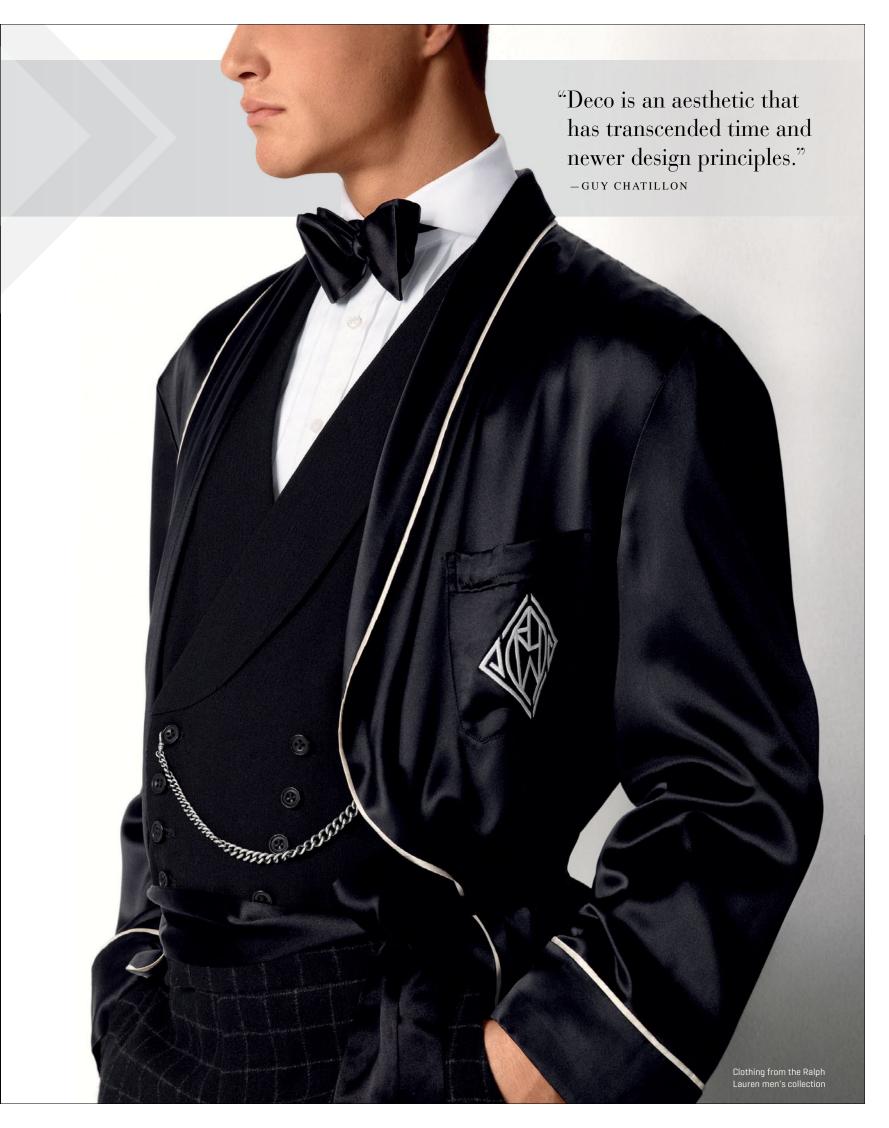
such as onyx, jade and lapis lazuli. Ralph Lauren's latest fine jewelry collection offers a contemporary tribute to those vintage masterpieces. Much like the period jewels that inspired them, these thoroughly modern adornments are handcrafted in Italy. France and Switzerland using traditional fine jewelry craftsmanship techniques such as the lost-wax casting method and intricate settings. Opaque green agate and black onyx are paired with emeralds, diamonds and 18-karat white and rose gold to striking effect. One extra-wide cuff, for band of white gold is appointed with geometric shapes—bars, a square and semi- today as they ever were." circle—rendered in rose gold, green agate, and 5.7 carats of shimmering diamonds. \$888.475.7674, ralphlaurenwatches.com

Earrings sweep the shoulders with linked motifs, often using semiprecious stones, diamond-set geometric shapes suspending sleek black onyx drops in circular or teardrop forms.

Of course, at Ralph Lauren, Art Deco influences extend from jewelry and watches to fashion and home décor; in fact, the brand is famous for marketing a complete lifestyle, carefully attuned to its namesake's exacting vision. With its repeatedly resurging popularity, Deco once again proves its universal appeal and longevity. "Deco is an aesthetic that has transcended time and newer design principles," says Chatillon. "It stems from an era that embraced modernity and functionexample, spans the forearm. The gleaming ; ality, elegance and luxury. These are timeless ideals that are as much sought after







Ralph Lauren 867 watch in white gold with diamonds and black frame