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Timepieces

that won't break the bank



BY KATIE CARTER

Black & Blue

New York based jewelry company Black & Blue has been designing head-turning jewelry pieces since 2007. This year the firm launches a watch collection with a distinct military influence. Prices range from \$400 to \$800.

The first watch in Black & Blue's Military collection features a matching steel case and bracelet and is powered by an automatic Miyota movement. The case is 46 mm in diameter with a sapphire crystal and a printed exhibition back. A ruby-set screw down crown, day and date are also included. Price: \$800.



The black steel model features a matching black rubber strap. Also embellished with an exhibition back and a ruby crown accent, this 46 mm case is powered by an automatic Miyota movement and has date/day function. The exhibition case back here is detailed with a meticulous tattoo-inspired spider web design (see next page). This black edition sells for \$650.



The last item in Black & Blue's sporty military collection features a steel case and black strap with a Miyota quartz movement. The 46 mm case is acid etched and accompanied by a ruby-set, screw-down crown. A sapphire crystal covers the dial. Price: \$400.



1.

1. Steel spider charm with grommets and diamonds.
2. Gold and steel skull charm with intricate scroll work.
3. Skull charm with stars, heart and grommet accents.
4. Skull ring in stainless steel with gold accents and diamonds.
5. Skull bangle bracelet in leather and metal.



2.



3.



4.



5.

BLACK & BLUE JEWELRY CO. Beats Up Business

So, what kind of jewelry company names itself Black & Blue, one might ask? Well, perhaps the type whose owners have a tough and aggressive sensitivity for design. Or, perhaps one whose owners love the Rolling Stones (who released an album by that name in the same year the owners of the jewelry company were born—1976). No matter, Black & Blue Jewelry Co. is the name Asher Hoffman and his friend Charlie Siebenberg opted for when they started their company in 2007—a company that makes stainless steel jewelry with a mechanical edginess to it that makes it incredibly unique.

Hoffman has been making jewelry since he was 12 years old. “My entire life was in jewelry,” he says, admitting that he loved the pliability of it and crating unusual designs. After years with brands such as David Yurman and Russell Simmons, he decided to strike out on his own and offer consumers a brand that has substance without costing a lot of money. The line retails from approximately \$50 and up.

The dog tags, crosses, pendants, necklaces, charms, bracelets, earrings, bangles and even chains from this Made-in-America brand have a rock-and-roll feel to them and a mechanical look. The jewelry consists of intricate pieces of metal layered and fitted together to form the overall piece—much like the inner workings of a mechanical watch (which the brand has also recently introduced). So intriguing is the collection that it seems to be taking mainstream America by storm. Most popular are the dog tags and crosses, but the skull charms, rings, tags and bracelets make an individual statement that has its own gothic calling one can’t ignore—especially during this season.