



Cortina watch
高登钟表

GOLDEN JUBILEE



Cortina watch

SINCE 1972

Cortina Watch has blazed the trail in luxury watch retail, from running a single shop at Colombo Court in 1972 to more than 40 regional boutiques today, under Cortina Holdings.

This special celebrates the company's vision and the strong partnership that will drive the Curator of Time into the next era


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CURATOR OF TIME



In perpetual motion

The new generation of leaders at Cortina Holdings is transforming the business to meet new demands but continues to place customers at the heart of what it does

Customer centricity is a philosophy at the heart of Cortina Watch. From its earliest days in 1972, when Mr Anthony Lim, now executive chairman of Cortina Holdings, founded the business, the retailer had already advocated a customer-centric, personalised retail experience.

Mr Lim recalls how, when the business first launched at Colombo Court with a tiny store, he would deliver watches to businessmen in person.

"If customers called and wanted to see some watches, we'd put together a selection of a few models and bring them to their offices.

"We set up shop there because that was where our customers were. Our Chinese name (*Gao Deng Zhong Biao*) came from the department store within

Colombo Court, and the English name came from the Ford Cortina, a popular car model at the time," he fondly recalls.

The year 2021 was a watershed one for Cortina Holdings. Despite being in the throes of the pandemic, the parent company of Cortina Watch forked out \$84.7 million in cash to acquire the privately held Sincere Fine Watches.

Mr Lim's sons, Mr Raymond Lim and his younger brother, Mr Jeremy Lim, were also appointed as the CEO of Cortina Holdings and the CEO of Cortina Watch respectively, laying the foundations for a new era in the family business.

Since then, the former has spent time finding synergies and opportunities across Cortina Watch

and Sincere Fine Watches, while the latter has been driving digital retail, customer relationship management and marketing.

But people still remain at the heart of what they do.

"One reason why our customers return to us is because we follow them through the entire journey and beyond, whether it's within a store, or online," says Mr Raymond Lim.

As Cortina Watch celebrates its 50th anniversary, he pays tribute to the employees. "Our staff are our greatest assets – without them, we would not be able to personalise the customer's retail experience."

Here are some milestones of the Singapore watch retailer through the years – from its humble beginnings to celebrating its golden jubilee.



1972 Establishment of Cortina Watch Centre

Founder Anthony Lim opens his first watch boutique at Colombo Court, a commercial building along North Bridge Road.

1974 Growth of Cortina Watch
Cortina Watch's presence in Singapore is further strengthened with boutiques opening at Metro Orchard, Orchard Towers and Funan Centre.



1982 Overseas expansion
Cortina Watch opens a retail outlet in Hotel Park Royal (now known as Regent Hotel) in Kuala Lumpur. The regional expansion continues to Hong Kong, Thailand, Taiwan, as well as Indonesia in the following years.

1986 First retail flagship store
Cortina Watch opens at Raffles City Shopping Centre, in the heart of the shopping belt then. It also staged the first watch exhibition in the mall, The Chrono Show, in 1993.



Good as gold

Five decades of top-notch luxury timepiece retail at Cortina Watch



From left: Mr Jeremy Lim, Mr Anthony Lim and Mr Raymond Lim.

2022 Cortina fetes its golden jubilee

The year marks the 50th anniversary of Cortina Watch. It has grown from a small watch shop to Cortina Holdings, a public-listed company with strong regional presence. It has over 40 boutiques and more than 580 employees regionally.



2021 Acquisition of Sincere Watch

Cortina Holdings acquires Sincere Watch Ltd as well as its extensive collection of haute horlogerie brands, further strengthening the group's presence across the Asia-Pacific region.

2018 Start of e-commerce
Cortina Watch launches its first e-commerce site and stocks it with exclusive retail offerings. The first two partners to come on board are TAG Heuer and Bell & Ross, with the latter's limited-edition watch selling out in under 56 hours.

2002 Cortina Holdings goes public

Cortina Holdings is listed on the Singapore Exchange.



2000 First edition of Jewellery Time

This exhibition, showcasing jewelled timepieces, is the brainchild of Cortina Watch. The revolutionary concept blossoms, resulting in seven editions of Jewellery Time. Haute horlogerie brands view it as an important platform to debut their jewelled collections.

2001 New boutique concept

Cortina Watch unveils the Espace boutique concept, which goes on to win the Singapore Retailers' Association "Best Retail Concept of the Year" award, at Millenia Walk.



CURATOR OF TIME



The refreshed Rolex boutique in Gurney Plaza, Penang, offers a welcoming environment for customers to view Rolex's selection of timepieces.

Nurturing an enduring relationship

Cortina Watch's new Rolex stores across the Straits are proof that besides offering the regular retail experience, education and excitement are just as important

Those who visited Penang recently would probably have noticed the brand new street-facing Rolex boutique in Gurney Plaza, along the main shopping promenade.

An interesting fact about Rolex is that the Swiss watchmaker does not manage any of its own boutiques. Instead, it maintains an exclusive network of Official Rolex Retailers across over 100 countries.

Cortina Watch first became an Official Rolex Retailer in 2006 and has since taken the brand to countries across Southeast Asia including Singapore, Malaysia and Thailand.

The Penang boutique, managed by Cortina Watch since 2007, is based on the latest store design concept by Rolex: on its exterior are stucco panels and neutral stone walls, while inside, walnut-brown interiors and sensitive lighting accentuate the beauty of Rolex's timepiece selections.

Similar in design to the Gurney Plaza boutique is the Rolex boutique at The Starhill in Kuala Lumpur. It also underwent a facelift this year, transforming into a 1,442-sq ft street-facing unit on the ground floor, with high tables and chairs to encourage conversations between customers and staff.

After the refurbishment, both stores experienced increased

of new customers' purchase motivations, while at the same time, they have to nurture enduring customer relationships.

"We want to be able to support the next generation of collectors and provide them with the models they desire to help them start their watch collecting journey," says Mr Lim.

"We've found that our customers want to know the brand better and understand the value of their watches apart from their intrinsic value. They want to share in and appreciate the values behind the products they are buying." To this end, Cortina Watch is certainly upping the game and offering a refreshed retail experience for this generation and the next.

"We help customers continue their journey with our partners through a cultivated retail experience, through in-depth staff training and creating the best retail environments today."
 – Mr Jeremy Lim
 CEO of Cortina Watch



traffic, a testament to the conducive environments designed by Rolex and Cortina Watch's belief in presenting inspiring experiences to local audiences.

A lasting partnership

But more than just opening new stores, Cortina Watch has also partnered Rolex to welcome customers to its retail outlets. From private events to presentations of the latest novelties, Cortina Watch constantly explores dynamic new ways to engage audiences and share Rolex's watchmaking philosophy with them.

Mr Jeremy Lim, CEO of Cortina Watch, says: "What we offer today is the brand's experience within the store. We help customers continue their journey with our partners through a cultivated retail experience, through in-depth staff

training and creating the best retail environments today."

Amid strong demand for Rolex models across the globe today, retailers like Cortina Watch need a deep understanding



The street-facing Rolex boutique in Gurney Plaza is along the main shopping promenade.

CURATOR OF TIME



Stronger together

Cortina Watch has played a pivotal role in Cartier's high jewellery watchmaking success in Southeast Asia

Today, many of Cortina Watch's customers are highly familiar with Cartier's repertoire of watches as well as its high watchmaking, high jewellery watchmaking and métiers d'art creations.

High watchmaking refers to complicated mechanical watches, while high jewellery watchmaking is the art of combining precious stones with complex timepieces. Métiers d'art is decorating wristwatches with artistic crafts.

That familiarity with Cartier's savoir faire and aesthetics has resulted in Cortina Watch customers showing immense interest in the luxury marque's beautiful creations.

A prime example is the new Baignoire Allongée MM Cortina Watch Golden Jubilee Edition. Limited to just 10 numbered pieces, the stunning edition comes in a diamond-set, pink gold case with an opaline dial.

Within its Arabic hour markers, the number "5" is replaced with "50" in a brighter red to commemorate the occasion, and is also a sign of how much Cartier values its longtime partner. It seldom allows tweaks to its dials.

One man's foresight

But this deep working relationship between Cortina Watch and Cartier would have come to naught had it not been for Mr Anthony Lim.

During the mid-70s, the founder of Cortina Watch began to observe an interesting trend among watch collectors. Chic, sporty timepieces in steel or steel-and-gold with a strong design aesthetic were growing in popularity over highly complicated timepieces.

Realising that this was not a passing fad, he quickly struck a deal with Cartier's local distributor to retail its timepieces.

Even then, Cartier was already known as a watchmaker with an eye for design. Timepieces such as the Crash, Tank and Baignoire, with their refined, simple dials and slim movements, captured the attention of Cortina Watch's customers.

As the retailer expanded its business over the years, Cartier remained a close working partner. And when Cortina Watch opened its flagship store at Raffles City Shopping Centre in 1992, Mr Lim knew he needed to have a range of sophisticated brands that would interest mall shoppers.

"Orchard Road was just emerging as a new district for retail but the customers there were mainly

tourists. Raffles City Shopping Centre represented a change in how local customers were shopping, moving away from High Street to North Bridge Road," he recalls. Among the watchmakers he stocked in this huge store was Cartier.

To further strengthen collectors' familiarity with Cartier and other brands, Mr Lim's eldest son, Raymond, who was already working at Cortina Watch, developed the idea of creating in-store exhibitions for what they stocked at the Raffles City store.

"We'd bring in a range of timepieces from the brand and invite our customers to visit the store to discover them. By doing so, we were

able to share more and educate them on each brand's unique qualities," explains Mr Raymond Lim.

When the idea for Jewellery Time – a high jewellery, high watchmaking exhibition – was mooted in 2000, it was obvious that Cartier had to participate in the event. This benefitted both parties, which gave Cartier a platform to showcase its finest high jewellery models that were rarely presented to the public.

The success of Cortina Watch's seven Jewellery Time exhibitions, until 2014, helped cement its close retail relationship with Cartier.

A key partner

As Cortina Watch expanded its presence across Southeast Asia and East Asia, Cartier remained a key brand partner.

It has created specialised brand spaces within Cortina Watch's flagship boutiques in Paragon Shopping Centre in Singapore, and E Sky Mall in Kaohsiung, Taiwan. Furthermore, the watchmaker has developed exclusive models with Cortina Watch.

To that, Ms Cécile Naour, CEO of Cartier Southeast Asia & Oceania, says: "Cartier has journeyed with

Cortina Watch for a few decades, with many amazing achievements. From collaborating on the Jewellery Time series launched in 2000, expanding our luxury retail watchmaking presence in Singapore, pioneering a partnership in Malaysia, to developing a professional watch-passionate team."

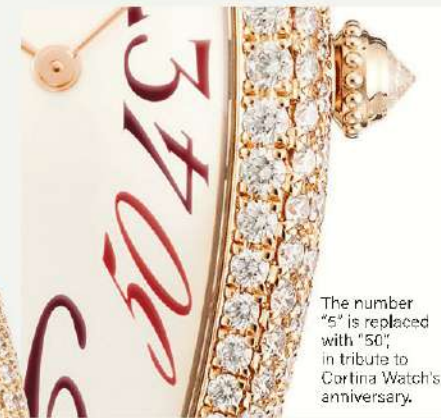
Agreeing with her is Mr Jeremy Lim, CEO of Cortina Watch: "Cortina and Cartier have a close retail relationship that's lasted for over 40 years. This is a partnership that has expanded across our Southeast Asian and East Asian operations and

strengthened over time.

"Cartier was a key participant in our Jewellery Time exhibitions and now, it has developed an exclusive timepiece for our 50th anniversary with the Baignoire Allongée Cortina Watch Golden Jubilee Edition. The Baignoire Allongée is an important icon with an incredible history within the brand. It's a wonderful honour for us that they've chosen this model for our special edition."



For Cortina Watch's 50th anniversary, Cartier has created 10 numbered pieces of the Baignoire Allongée MM Cortina Watch Golden Jubilee Edition.



The number "5" is replaced with "50", in tribute to Cortina Watch's anniversary.



Cartier has journeyed with Cortina Watch for a few decades, with many amazing achievements. From collaborating on the Jewellery Time series launched in 2000, expanding our luxury retail watchmaking presence in Singapore, pioneering a partnership in Malaysia, to developing a professional watch-passionate team."

– Ms Cécile Naour
CEO of Cartier Southeast Asia & Oceania



Left: A special engraving to mark Cortina Watch's 50th anniversary. (Above) Cortina Watch's highly impressive Cartier advertising visual on the E Sky Mall in Kaohsiung, Taiwan.



Cartier has participated in every edition of Cortina Watch's Jewellery Time, since 2000.



TANK
Cartier

Paragon #01-13-6235 0084
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At the heart of it all

For Cortina Watch and Chopard, caring for people and the community means as much as achieving commercial targets

Profitability is an integral part of business but achieving commercial success with heart is what drives Cortina Watch and Chopard.

While the Swiss jeweller-watchmaker has used sustainably sourced materials since 2013, Cortina Watch has been supporting social projects in Singapore that help the disadvantaged. These include The Straits Times School Pocket Money Fund and National Kidney Foundation, amongst many others.

As Mr Raymond Lim, CEO of Cortina Holdings, explains: "Cortina is a family-founded business, and Chopard is a family-owned and -run business. In that sense, we share many values and similarities in how we work together with our partners to achieve long-term success."

For the greater good

Over the years, Cortina Watch has helped to raise funds for the Singapore Heart Foundation (SHF) to provide access to better quality healthcare for



Happy Moon - one of the three Cortina Watch 50th anniversary variations with red mother-of-pearl dial, limited to just five pieces.

Chopard's 'Happy Sport - Tale of an Icon exhibition' held in March.

The Happy Hearts Auto 36mm 50th Anniversary edition is limited to 50 pieces.

Singaporeans in need of cardiac rehabilitation. In 2022, it made a donation to the SHF-Cortina Watch Heart Wellness Centre at Bukit Gombak Sports Centre to help provide more affordable treatment

and access to cardiac care for less mobile patients. This year, Chopard has created the Happy Hearts Auto 36mm 50th Anniversary edition in stainless steel, with five diamonds and a carnelian heart floating on the dial, limited to 50



"Fifty years is an incredible milestone.

It shows resilience and creativity in everything you have achieved and built with passion over these five decades."

- Mr Karl Friedrich Scheufele
Co-president of Chopard

pieces. Proceeds from the sale of this timepiece will go to the SHF.

Hand in hand

The partners have also collaborated on the Happy Moon timepiece, a diamond-set, precious metal version of the Happy Sport watch with a moon-phase complication.

It features a stone dial printed with constellations. Dial variations include green or blue aventurine and red mother-of-pearl, with each version limited to just five pieces. Six solitaire floating diamonds dance above the dial, twinkling like stars in the sky.

THE MEETING OF GREAT MINDS



Mr Karl Scheufele III with his wife, Karin, and Mr Anthony Lim.

In the early 70s, when Mr Anthony Lim was setting up Cortina Watch, Mr Karl Scheufele III was revitalising Chopard, a renowned Swiss watchmaking brand he had acquired in 1963.

With Mr Scheufele III building Chopard and its Happy Diamonds collection, Mr Lim decided to retail its watches in Southeast Asia.

In a congratulatory message, Mr Karl-Friedrich Scheufele, co-president of Chopard says, "Fifty years is an incredible milestone. It shows resilience and creativity in everything you have achieved and built with passion over these five decades."

Mr Jeremy Lim, CEO of Cortina Watch, adds, "Chopard is an incredible jeweller and watchmaker with great expertise and ethical responsibility. It's an honour for us to work together, and we hope this relationship will continue to prosper in the decades to come."



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CARRERA

"I've learned not to take time for granted. What drives me is knowing that the clock is ticking."

Brad Pitt

CORTINA WATCH

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HAPPY SPORT

Chopard

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Forging a friendship

A meeting between the two head honchos six decades ago has led to a strong partnership between Cortina Watch and Patek Philippe

In 1997, when Cortina Watch was set to celebrate its 25th anniversary, it collaborated with Patek Philippe to produce the Ref 5057R-001, a limited-edition pink gold timepiece with a hobnail guilloché bezel featuring a moonphase, power reserve and analogue calendar.

Fast forward another 25 years to Cortina Watch's 50th anniversary, and the two brands have created another exclusive model.

Inspired by the original piece but now in white gold, the new Ref 5057G-010 has a charcoal grey sunburst dial with a black-gradient rim and features an improved movement based on the famed calibre 240, keeping this classic model as slim as ever. It will be limited to 100 pieces.

Furthermore, Patek Philippe has also dedicated a dome clock for this golden jubilee as a special tribute to the retailer.

The Ref 20145M-001 Singapore Skyline features hand-drawn depictions of iconic local landmarks across a dome of fireworks and 50 gold stars, all meticulously hand-painted with 50 enamel colours. It will be presented in a travelling exhibition with several other dome clocks owned by Cortina Watch, across its Patek Philippe boutiques in Asia this year.

Past, present and future
When Mr Anthony Lim founded Cortina Watch in 1972, he knew

that he needed a diverse range of brands that would attract regular customers and business owners looking for fine and high watchmaking pieces.

With his personal affinity for Patek Philippe's timepieces and world-famous dome clocks, one of the first brands Mr Lim approached was the Swiss watchmaker. "I love their style of design as I favour slim, elegant watches," he says, smiling.

More than just business
Even in the early days, Patek Philippe already had customers in Singapore and Southeast Asia, thanks to the work of retailers such as Cortina Watch. In 1972, Mr Lim approached Patek Philippe's local distributor then to retail the watches. The brand readily agreed – a sign of its confidence in Cortina from the very beginning.

When Mr Philippe Stern, now the honorary president of Patek Philippe, joined his family business, he took over the work of his father in Asia.

"It was with Mr Philippe Stern that I was able to discuss further opportunities. He encouraged us to apply to become an official retailer of the brand in 1978, since we had already been in business together for the last six years," explains Mr Lim.

Since then, the partnership between the two companies has

steadily strengthened.

As Cortina Watch and Patek Philippe stepped into the 21st century, both companies began to consider ways to strategically grow the watchmaker's presence in the region with a consistent retail experience.

In 2009, the first Patek Philippe boutique in Singapore opened at Ion Orchard, with a second store at The Shoppes at Marina Bay Sands the following year.

Today, Cortina Watch operates seven Patek Philippe boutiques in Singapore, Malaysia, Indonesia, Taiwan and Hong Kong. It is the sole operator of Patek Philippe boutiques in the first four aforementioned countries, with the largest store in Southeast Asia in Singapore, at Ion Orchard.

Ms Deepa Chatrath, general manager of Patek Philippe Southeast Asia notes the deep mutual relationship: "Cortina Watch is a long-trusted and very important partner for Patek Philippe in the Southeast Asia

region. It truly understands the values of the brand and has nurtured strong relationships over generations of local clients."

Beyond business, Patek Philippe and Cortina Watch have also developed a friendship that spans three generations of Sterns and two generations of Lims, extending even to the next generation.

On the business front, plans are in motion to expand and enhance the customer experience even further, both offline and online.

Through the many years of friendship between Cortina and Patek Philippe, one thing is for sure: This unwavering partnership will continue to strengthen both the retailer and watchmaker for many years to come.



Ref 20145M-001 Singapore Skyline dome clock

CHARTING THE COURSE OF A TREASURED RELATIONSHIP



"Cortina Watch is a long-trusted and very important partner for Patek Philippe in the Southeast Asia region. It truly understands the values of the brand and has nurtured strong relationships over generations of local clients."
– Ms Deepa Chatrath
General manager of Patek Philippe Southeast Asia



1997
Patek Philippe creates the Ref 5057R-001, a special 100-piece limited edition for Cortina's 25th anniversary. On the caseback is "Cortina Jubilee Watch" referencing the silver anniversary of the retailer.



2009
Cortina Watch opens its first standalone Patek Philippe boutique in Singapore at Ion Orchard, which then evolved in 2016 to become the largest Patek Philippe boutique in Southeast Asia. This was followed by the Patek Philippe boutique in The Shoppes at Marina Bay Sands, launched in 2011.



2014
Patek Philippe celebrates its 175th anniversary and in the same year, Cortina Watch opens the largest standalone Patek Philippe boutique in Asia at Taipei 101.



2021
Cortina Watch opens a new Patek Philippe boutique opens at JW Marriott in Kuala Lumpur, with an impressive 9.6m-high Calatrava facade – the first of its kind in the world.



1978
Cortina Watch becomes the first official distributor for Patek Philippe in Singapore.

1972
Cortina Watch is founded by Mr Anthony Lim and it starts distributing Patek Philippe timepieces in Singapore.

1956
Mr Anthony Lim, who is working as a salesperson for the Nanyang Watch Company, meets Mr Henri Stern, the president of Patek Philippe, for the first time.



2022
Patek Philippe celebrates Cortina Watch's 50th anniversary with the new white gold Ref 5057G-010 and the Ref 20145M-001 Singapore Skyline dome clock.

CURATOR OF TIME

Against the grain

Pushing limits and going for the unconventional, Franck Muller breaks new ground with Cortina Holdings

Earlier this year, the former Franck Muller boutique at Wisma Atria took on an unusual form.

Shoppers were welcomed by an in-store exhibition that detailed the brand's history and charted the course of its innovations over the years.

"Cortina was developing a new Franck Muller boutique at Ion Orchard, and our Wisma Atria store was in transition," says Mr Raymond Lim, CEO of Cortina Holdings, which owns the distribution rights of Franck Muller in the region.

"So, we developed an exhibition celebrating 30 years of watchmaking by Franck Muller, with archival pieces to show how today's creations build on the past innovations of the brand."

The exhibition was well-received, and brought in a new and younger customer base, with unprecedented sales for the company.

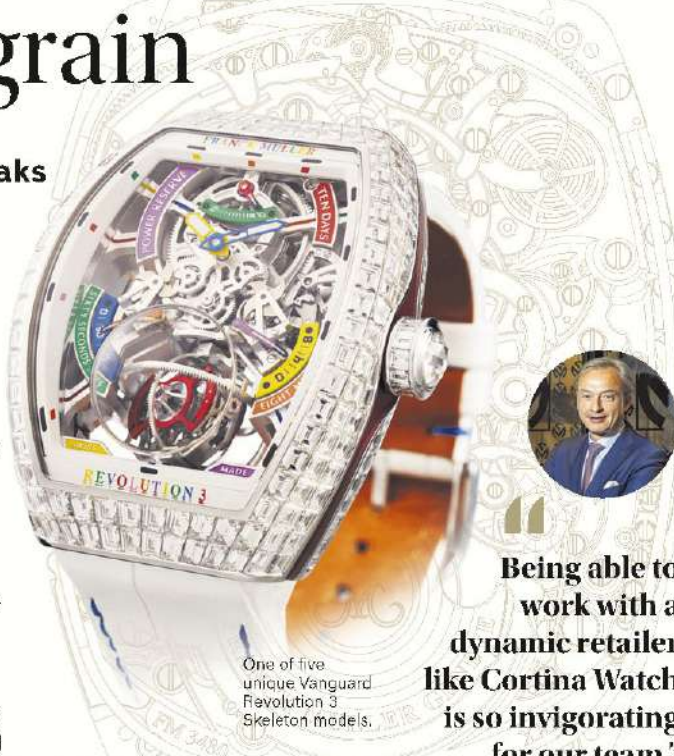
This unique approach matches Franck Muller's avant-garde philosophy, both in business and in watchmaking.

A respected watchmaker Loud and colourful, Franck Muller watches were spotted on the wrists of society's Who's Who during the Noughties.

At the same time, the watchmaker pushed horological limits with ground-breaking creations like the highly complicated Aeternitas Mega 4 in 2010. It boasts 36 complications, 1,483 components, a 1,000-year calendar and a price tag of a whopping \$4.1 million.

Appreciating Franck Muller's accomplishments and technical mastery, acquiring its distribution rights in 2021 was a no-brainer for Cortina Watch.

Mr Lim shares: "Cortina first started to sell Franck



One of five unique Vanguard Revolution 3 Skeleton models.



Being able to work with a dynamic retailer like Cortina Watch is so invigorating for our team."

— Mr Nicholas Rudaz
CEO of Franck Muller

Muller timepieces through our export business in the 90s. It is a well-established, independent watchmaker that sits at the heart of our retail strategy for both Sincere Watch and Cortina Watch."

Apart from organising the exhibition at Wisma Atria, Cortina Watch also streamlined its retail network for Franck Muller and launched new

store concepts for the brand in Singapore, Malaysia and Thailand.

The interiors play on the brand's aesthetic with finishes that emulate Franck Muller watches. Polished surfaces, see-through display columns and textured curves reflect the brand's iconic tonneau-shaped, skeletonised timepieces.

With Cortina Watch playing a key role in the brand refresh, Franck Muller CEO Nicholas Rudaz is convinced of the decision to partner the retailer. He says: "Being able to work with a dynamic retailer like Cortina Watch is so invigorating for our team."



The Franck Muller exhibition at Wisma Atria

PARTY TIME



To celebrate Cortina Watch's 50 years of watch retail and Franck Muller's 30 years of watchmaking, a special series of five unique Vanguard Revolution 3 Skeleton timepieces was created.

Each bears 225 baguette-cut rubies, emeralds (above) or diamonds on the case, totalling 28.4 carats, with a skeletonised tri-axial tourbillon movement. The movement features coloured accents on the displays for the 60-second, eight-minute and 10-day power reserve retrograde indicators.

A bold masterstroke

Blancpain celebrates its long-time relationship with Cortina Watch through a limited-edition Fifty Fathoms

It means a lot when a famed watchmaker makes a special edition of its icon to mark its business partner's special milestone.

That is the case for Blancpain, which has created an exclusive version of its signature Fifty Fathoms model to celebrate Cortina Watch's 50th anniversary. Limited to 50 pieces, this variant is the first two-toned Fifty Fathoms model, made with Grade 23 titanium and a Sedna Gold bezel bearing a ceramic insert and Ceragold markers.

Grade 23 titanium boasts great strength and corrosion resistance, while Sedna Gold and Ceragold are the proprietary gold alloys of the Swatch Group, Blancpain's parent company.

Powered by the automatic Calibre 1315, the watch comes with a five-day power reserve and carries just the right dynamic of function and performance with a unique style.

Congratulating Cortina Watch on its 50th anniversary,



Blancpain is proud to showcase its watchmaking expertise and DNA in collaboration with this long-time partner, which has contributed to the strengthening of our presence in Southeast Asia."

— Mr Marc A Hayek
CEO of Blancpain

A special engraving on the back of the Fifty Fathoms.



Blancpain's exhibition earlier this year in celebration of Cortina Watch's 50th.

Blancpain CEO Marc A Hayek says: "As the world's oldest watch brand, Blancpain is proud to showcase its watchmaking expertise and DNA in collaboration with this long-time partner, which has contributed to the strengthening of our presence in Southeast Asia."

When it all began

Owned by the Blancpain family for seven generations, the brand has shown that it's unafraid to make bold decisions and stand by them. It is one of the few Swiss watch

brands that has never produced a quartz movement, focusing instead on its tradition of fine mechanical watchmaking.

And it is also the first Swiss watchmaker to appoint a female CEO. Betty Fiechter, who was the long-time assistant of Frederic-

Emile Blancpain (the seventh and last generation to run the business now owned by The Swatch Group), made history as she took over the reins in 1933, playing a pioneering role in shaping Blancpain's feminine timepieces.

And of course,

the aforementioned Fifty Fathoms was the first diving watch approved for professional use, literally setting the standard for all diving watches since.

That was a critical opportunity to grow its audience among watch enthusiasts, especially for its high watchmaking products.

"Cortina Watch has always had incredible respect for the late Mr Nicolas Hayek, a brilliant businessman with admirable foresight," says Mr Raymond Lim on the visionary co-founder of the Swatch Group.

"He kept alive and grew important watch manufactures such as Blancpain. Over the years, we've worked closely with his family who continue to direct the business of the group today, in particular Mr Nick Hayek Jr and Mr Marc A Hayek, the CEOs of the Swatch Group and Blancpain respectively."



The exclusive two-toned Fifty Fathoms model is limited to 50 pieces.

FRANCK MULLER GENEVE

Seven days,
all you have,
all you need.



VANGUARD SKELETON
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CURATOR OF TIME



Breaking out of the mould

Innovation is the name of the game at H. Moser & Cie, whether in watchmaking or in its relationship with Cortina Watch



The Endeavour Cylindrical Tourbillon Skeleton has a large flying tourbillon and cylindrical hairspring.



From left: Mr Bertrand Meylan, Ms Sharon Lim, Mr Jeremy Lim and Mr Edouard Meylan at the H. Moser & Cie and Cortina Watch cocktail party.



Swiss watchmaker H. Moser & Cie might have been around since 1828 but under the leadership of current CEO Edouard Meylan, it has been anything but conventional.

Take what Mr Meylan did during the pandemic, for instance. He used a mobile phone to take Cortina Watch's clients on a virtual tour of the Moser manufacture, showing them how each watch was crafted.

The personal guided tour helped customers escape virtually and enabled Mr Meylan to share his joy and passion for Moser.

Mr Jeremy Lim, CEO of Cortina Watch, says: "Moser's unique position as a boutique, high-watchmaking brand with a modern take on watch design occupies a niche within the industry. There are no other brands like it. This is in part due to Edouard and (brother) Bertrand Meylan's bold vision for Moser."

"They have been able to adopt modern culture and lifestyle



Moser's unique position as a boutique, high-watchmaking brand with a modern take on watch design occupies a niche within the industry. There are no other brands like it."

- Mr Jeremy Lim, CEO of Cortina Watch

trends and apply it to classic watchmaking, creating a fervour for their timepieces. We're excited to work with them, to see what's next."

Built on a strong foundation

The Meylan family has had firm roots in the watchmaking industry. Mr Edouard Meylan's father, Georges-Henri, worked at Jaeger-LeCoultre before leading Audemars Piguet from 1997 to 2009.

After leaving Audemars Piguet, Mr Georges-Henri Meylan

established the MELB Holding Group in 2012 and acquired H. Moser & Cie.

When Mr Edouard Meylan took over as CEO in 2013, he embarked on a complete transformation of the brand, starting with finding the right retail partners to help him revitalise it. Having already had a relationship with the Lims from the 90s, the Meylans immediately reached out to Cortina Watch.

Celebrating good times

To further cement their growing partnership, Cortina Watch and H. Moser & Cie have developed a 10-piece limited-edition timepiece for the retailer's 50th anniversary.

The Endeavour Cylindrical Tourbillon Skeleton features a large flying tourbillon as well as a cylindrical hairspring, a component that only a few watchmakers can produce today.

The automatic skeleton movement, the HMC 811 calibre, is completely visible from the front and back, with a graceful blue sunburst fume dial.

The domed sapphire crystal enhances and magnifies the incredible workmanship the Moser manufacture has invested in – a testament to the pride behind an unconventional company in a rather more traditional industry.



H. Moser & Cie.
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CURATOR OF TIME



A daring venture

Cortina Watch and TAG Heuer took a gamble to create a special edition tourbillon exclusively for e-commerce – and its success took both by surprise

While most recognise the brand, TAG Heuer, few know what the “TAG” in its name means.

It is, in fact, an acronym for “Techniques d’Avant Garde”, which clearly explains why the brand has embraced innovation through its 162-year-old mechanical watchmaking history.

And that innovative spirit is also why Cortina Watch wanted to work with TAG Heuer when it first started its e-commerce platform in 2018, knowing that it, in Mr Jeremy Lim’s words, “needed products that would attract customers to the site”.

The CEO of Cortina Watch has seen how the TAG Heuer Carrera Heuer 02T, a highly precise tourbillon chronograph that is the most competitively priced among the mainstream brands, had been highly sought-after by enthusiasts.

In 2019, Cortina Watch embarked on an e-commerce experiment to see if collectors would be willing



“The Carrera and the chronograph are both icons of TAG Heuer, which is why we felt they had to be part of this anniversary.”

– Mr Raymond Lim
CEO of Cortina Holdings

to fork out a five-figure sum for a special limited-edition timepiece.

Bearing a calfskin and rubber strap with a unique motif inspired by TAG Heuer’s shield geometry, the 10-piece limited edition Carrera Heuer 02T was sold out shortly after it was made available online.

The resounding success proved Mr Lim right. He says: “With our exclusive limited editions, we have been able to capture new audiences that are comfortable with making a purchase for something different and unique in the market.”

This year, the two partners worked on a collaborative timepiece again, but with a chronograph this time, in recognition of TAG Heuer’s expertise in this complication.

“TAG Heuer has been a brand partner of Cortina Watch for many years,” explains Mr Raymond Lim, CEO of Cortina Holdings. “The Carrera and the chronograph are both icons of TAG Heuer, which is why we felt they had to be part of this anniversary.”

The TAG Heuer Carrera Chronograph Cortina Watch Limited Edition features a stunning Maw Sit Sit dial with solid gold applied indexes in a 41mm yellow gold case.

Available at the Cortina Watch boutiques, the limited-edition watch is paired with a black alligator leather strap with green stitching that matches the dial. And as a nod to the anniversary, the caseback bears a special inscription.

It will be a much-coveted timepiece for both Cortina Watch regulars as well as fans of TAG Heuer and the Carrera.



The TAG Heuer Carrera Chronograph Cortina Watch Limited Edition features a captivating Maw Sit Sit dial, with the 50th anniversary inscription on the caseback.

The 10-piece TAG Heuer Carrera Heuer-02T sold out online within minutes in 2019.

Taking retail into the future

Supported by independent watchmakers like Bell & Ross, Cortina Watch is driving its business forward digitally, powered by customer data and market insights

When Mr Jeremy Lim, then-COO and now CEO of Cortina Watch, proposed making a limited edition Bell & Ross timepiece for the retailer’s brand new e-commerce site in 2018, he knew it would do well. He just didn’t expect how well.

The exclusive BR03-92 “Demiurgas” Diver Bronze with a khaki green dial sold out in 56 hours, setting a record for Cortina Watch. It was an experiment that paid off for both brands.

The retailer has been one of Bell & Ross’ earliest supporters since the latter was founded in 1992. With the watches’ aviation-inspired style, Mr Lim and his elder brother, Raymond, were sure they would interest a new generation of collectors.

Over the years, Bell & Ross has also supported Cortina Watch’s retail innovations, such as the Espace boutique in Millennia Walk.

The concept store, which offered standalone shop-in-

shop experiences customised to individual brands, gave participating watchmakers the autonomy to create an immersive boutique experience within a multi-brand store.

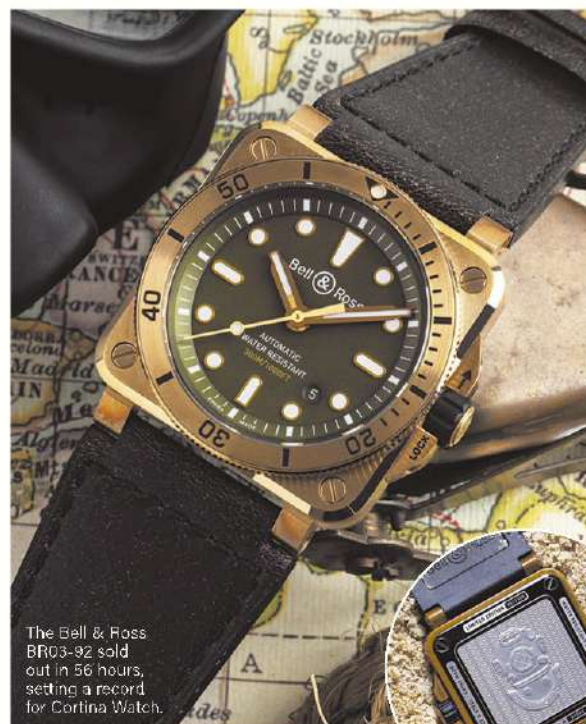
Since then, the Espace concept has influenced Cortina Watch’s new boutiques, which channel the experience of brands like Bell & Ross across multiple platforms from offline to online.

“Even though buying a watch from the Internet wasn’t that common for most customers, we could see the importance of an online retail channel as other luxury brands were seeing strong growth in digital retail,” explains Mr Jeremy Lim.



“Even though buying a watch from the Internet wasn’t that common... we could see the importance of an online retail channel.”

– Mr Jeremy Lim
CEO of Cortina Watch



The Bell & Ross BR03-92 sold out in 56 hours, setting a record for Cortina Watch.

There were also other strategies to connect with online customers. This included inviting them to discover the watches in-store.

The online-to-offline strategy worked, with online customers visiting Cortina Watch’s boutiques to try the watches on.

Not only can the retailer now introduce new models faster, they are also able to gain greater perspective into what their customers want from Bell & Ross.

These insights are helping to shape business decisions for Cortina Watch too.

Mr Raymond Lim explains, “As a retailer, we always have to be able to anticipate the market and understand what customers want, even before they themselves realise it.”

Supported by real-time data, this ensures Cortina Watch is acquiring sought-after models and another sell-out limited edition might even materialise in the future.

GOING DIGITAL



In 2018, when Cortina Watch launched its e-commerce site, one of the first five brands featured was Swiss marque, Bell & Ross. Part of the reason was because of its strong following among young watch collectors. It was also a way for both brands to trial the response of customers in the region to online retail. Today, the ease of online retail has strengthened Cortina Watch’s sales of Bell & Ross timepieces.

CURATOR OF TIME



When innovation meets heritage

Cortina Watch's retail innovation is the perfect match for Zenith's storied creations

While Cortina Watch was building up a portfolio of international brand partnerships in the 90s, Zenith was in the midst of reviving its watchmaking operations in the post-quartz era.

Through Zenith's El Primero calibre, that set the record as the first integrated automatic chronograph movement in 1969, Cortina Watch spotted the Swiss watchmaker's potential and swiftly added it to its retail portfolio, both in Singapore and regionally.

Reaching new audiences

Partnership is key to Zenith's way of reaching new audiences – both online and offline.

When Cortina Watch launched its e-commerce platform in 2018,



“With Zenith’s rich heritage and excellence in precision and mastery of high frequency, we are able to craft watches that connect with watch aficionados and inspire them.”

– Mr Julien Tornare
CEO of Zenith



Zenith's Chronomaster Revival A3817 is one in a long line of acclaimed high precision, high frequency El Primero chronographs.

Zenith was one of the first to offer its key collections on the site, from the special-edition Heritage model A384 to high-tech timepieces such as the Dely Classic.

Says Mr Jeremy Lim, CEO of Cortina Watch: “Zenith has an incredible heritage when it comes to watch innovation, from developing the first integrated chronograph calibre to the El Primero 21.”

Zenith's CEO, Mr Julien Tornare, explains, “With Zenith's rich heritage and excellence in precision and mastery of high frequency, we are able to craft watches that connect with watch aficionados and inspire them.”

Agreeing, Mr Lim says: “Zenith is a brand that represents courage and persistence. From Charles Vermot's rescue of the El Primero movement that saved the brand in the post-quartz era, to its continued efforts in engineering new products that excite collectors. We're delighted to be their partner, and hope this relationship will continue to mature for many years to come.”

FIVE DECADES OF THE EL PRIMERO

1969 A385	1969 A384 Tropical	1971 A3818 Cover Girl	1988 De Luca	1992 Rainbow	2010 Chronomaster	2020 Shadow	2021 Chronomaster Original	2021 Chronomaster Sport



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From strength to strength

The flourishing partnership between Corum and Cortina Watch spans 40 years

Sometimes, all it takes is one business meeting to make or break a deal. During the 80s, as Mr Rene Bannwart, the co-founder of Corum, sought to find new partners in Southeast Asia, he met Mr Anthony Lim, founder of Cortina Watch, in Singapore.

Impressed by Mr Lim's insight into the region's watch retail scene, he struck up a partnership with Cortina Watch to represent Corum in Singapore.

Since then, Cortina Watch has been a key retailer for the boutique watchmaker and one of its most important global partners.

Corum vice president, Mr Soon Boon Chong says: "Cortina has been, and remains, one of its top retailers for Corum's fine and

high watchmaking collections globally."

The strength of their partnership was first demonstrated in 1992, when Cortina Watch created its first anniversary model with Corum. This was timed with the opening of the retailer's flagship store at Raffles City Shopping Centre.

For the special edition of the



Corum's Admiral 45 Tourbillon shimmers like a starry night sky.

Les Horlogeres Reserve de Marche model, one of Corum's most significant icons, the watchmaker stamped Cortina Watch's logo on a unique closed caseback.

Limited to just 20 pieces, proceeds from the sales were donated to the National Kidney Foundation.

This year, when it came to Cortina Watch's golden jubilee, the retailer was

keen to create another unique model with Corum to show how far the watch brand has come.

Under new management and leadership over the past decade, Corum acquired the know-how and talent to craft impressive timepieces.

"In 2019, we introduced the Admiral 45 Openworked Tourbillon and last year, we developed a new case design for it using a fusion of carbon and gold. This material has never been used in watchmaking; it's primarily used in the medical industry," Mr Soon explains.

The effect is mesmerising, with sparkles of gold on a black carbon background, like a starry night sky.

Both Mr Raymond Lim and Mr Jeremy Lim, CEOs of Cortina Holdings and Cortina Watch respectively, agreed that they wanted to use this case for the

anniversary model.

Limited to just 10 pieces, the Admiral 45 Tourbillon is based on a modified design of the Admiral 45 Tourbillon Openworked and features a sunray-brushed dial.

In order to create this timepiece, Mr Soon revealed that they had to redesign the movement and present one that is exclusive to this limited edition, as the watch is slightly thicker than the openworked version.

"We are a watchmaker, not a retailer," explains Mr Soon.

"Therefore, it's only with the help of partners like Cortina that Corum has been able to grow. We have always maintained strong and longstanding relationships with our retail partners globally, and we're delighted that we can be part of this important milestone."



"We are a watchmaker, not a retailer. It's only with the help of partners like Cortina that Corum has been able to grow."

- Mr Soon Boon Chong
Vice president of Corum



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The first watch brand to embrace the world of sailing, the Corum Admiral collection celebrates its nautical origins. With its unique 12-sided case and nautical pennants as hour markers, it is instantly recognised the world over.

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CURATOR OF TIME



Penning a piece of history

From writing instruments to watches, Montblanc and Cortina Watch have been steady partners for five decades

When Cortina Watch founder Anthony Lim was starting the company, he realised that his business customers were using other luxury products apart from wristwatches. Sensing an opportunity, he began to retail the fountain pens of luxury maison Montblanc in 1972.

A big step forward

During the 90s, the two brands inked a formal agreement and Cortina Watch began to retail Montblanc writing instruments, leather goods and accessories.

At the same time, the maison began to create timepieces in 1997, a logical extension to its existing product offerings.

While Cortina Watch did not immediately add Montblanc's timepieces to its portfolio, it had started monitoring the brand's development in watchmaking. CEO of Cortina Holdings, Mr Raymond



Our partnership has been long-standing, based on a common passion for watchmaking and trust."

- Mr Matthieu Dupont, President of Montblanc Southeast Asia and Oceania

Lim, notes: "Before we introduce new brands or products, we would like to see how they are developing over time."

The complete universe

Montblanc continued to invest in its fine Swiss watchmaking know-how, by

acquiring the well-respected Minerva manufacture in the mid-2000s. It was at this time Cortina Watch started to retail its timepieces as well.

Today, the retailer offers Montblanc's fine and high watchmaking creations in Singapore, Malaysia and Taiwan.

"We always ensure that every brand we retail within Cortina has longevity and unique qualities that will interest our customers," explains Mr Lim.

The next chapter

"Our partnership has been long-standing, based on a common passion for watchmaking and trust," explains Mr Matthieu Dupont, Montblanc's President for Southeast Asia and Oceania. "We are proud to engage with a strong network of watch collectors in the region that come to Cortina looking for a superior level of craftsmanship, sometimes from several generations, to discover our timepieces."



The partnership between Cortina and Montblanc started with the former retailing the latter's writing instruments from the 70s.



Montblanc has since evolved to create fine timepieces, like its first Meisterstück watch in 1997.




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