



## WATCHES



# THE NEW COOL

From Berlin to Geneva, we're experiencing a fresh wave of watchmaking that combines metropolitan sophistication with crisp, hip-to-the-game design, by **ALEX DOAK**

**T**here's an exciting new breed of watches hitting the streets. They defy traditional watchmaking's commitment to the old school, instead evoking the industrial-chic of gentrified manufacturing hubs from Brooklyn to Berlin. Rather than looking back towards a dusty archive, these watches take inspiration from architecture, fashion, cars and art. Here are a few of our favourites.

## NOMOS GLASHÜTTE TANGENTE BAUHAUS

Nomos ventured hundreds of miles from its mountain retreat to seek inspiration for its contemporary take on Bauhaus watch design. Establishing a studio in cooler-than-thou East Berlin Here, the brand's creatives fine-tuned Nomos' modernist language into the sort of luxury timepieces befitting an artisan coffee-drinking, avocado on rye-eating urban professional.

In typically modernist fashion, Nomos has marked the 100-year anniversary of Walter Gropius' seminal design collective with a colourful update of its 30-year-old Tangente, which still feels as fresh as a daisy.

● £1,560, [nomos-glashuette.com](http://nomos-glashuette.com)

## BELL & ROSS BR 03-94 HOROLUM

If you'd rather your fine watchmaker wielded total independence from the dusty confines of history, then your one-stop shop has to be Parisian hardman Bell &

Ross. It capitalises on the cardinal Swiss craft, but only to deliver super-modernist tool watches that could only be conceived far away from horology's motherland. Founded in the early Nineties by French designers Bruno "Bell" Belamich and Carlos "Ross" Rosillo on a scant \$20,000 initial investment, their eponymous brand had a singular mission from the outset: to craft robust and functional 'instruments' for military professionals. But not all military personnel are hurtling along at Mach 1 in a Rafale jet, or cutting the blue wire of an unexploded bomb – back at the officer's mess, a more elegant look is encouraged. As a result, Bell & Ross's 'Instrument' pieces are as beloved of architects as admirals, in particular this year's silver fox of a chronograph – a shimmering posterboy for watchmaking's new school of cool.

● £4,300, [bellross.com](http://bellross.com)

## RADO DIAMASTER

Rado's breakthrough in the 60s, its egg-shaped DiaStar Original, looked like something Captain Kirk might wear. Crucially the case was formed not of steel, but a newfangled 'hardmetal' called tungsten carbide. It defined Rado's ultra-futurist manifesto and by the 80s, Rado had mastered and pioneered the use of ultra-light and ultra-tough ceramic – sintered at a sizzling 900°C, virtually scratchproof, super-lightweight and thanks to Rado's high-tech production methods, endowed with an ethereal metallic glow.

While the new Rado DiaMaster is an altogether

