



AN EVENING OF LUXURY

EVO SUBSCRIBERS WERE INVITED TO THE DEBUT OF LUXURY BRANDS
OF JULIEN COUDRAY AND JM WESTON ALONG WITH MEETING
AVANT-GARDE ARTIST CAROLINE DECHAMBY IN PERSON

JULIEN COUDRAY 1518

Inspired by the horologer of to French kings 500 years ago, Julien Coudray 1518 takes the concept of bespoke watchmaking to an entirely new level. For starters, just 12 pieces are planned to be made this year. The entire watch is designed and manufactured in-house so just about every detail and design can be customised. Just two models currently make up the Julien Coudray 1518 range with a unique movement made for each model crafted entirely from either 18ct gold or 950 platinum.

Although relatively modestly sized at 39mm for the Manufactura and 43mm for the Competentia, the timepieces have a surprising but reassuring heft when worn thanks to being made in precious metals. The creator of these watches is Fabien Lamarche who told evo that the choice of making a watch entirely from gold or platinum arose from the desire to build a watch that would last for hundreds of years and would be passed down for generations to come. With prices starting at CH50,000 (\$68,000) one would expect nothing less from such a timepiece.





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J.M. WESTON

Although well known in France, J.M. Weston has only recently begun to make in-roads into the international market. The brand prides itself on hand-made shoes with a high level of quality and craftsmanship that even extends to running its own tannery.

extends to running its own tannery. Going beyond typical shoe sizes, each J.M. Weston shoe model is made in as many as seven width sizes that range from A to G, so provide a perfect fit. In its home market in France, J.M. Westons are apparently so revered that fathers pass down their shoes to sons and even onto the next generation since the factory is able to re-build its shoes for complete re-soling or refinishing. Encouraged by the response of the concept exhibition at E'Collezione, the French brand is seriously considering opening a permanent boutique in Singapore.

The challenge now however, is that is must find a space big enough to hold an inventory of 5000 pairs of shoes to cater to all widths and sizes.



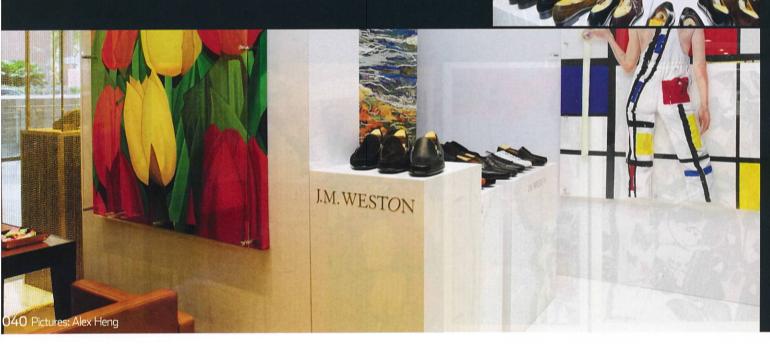
Maniora Montaley

Above: The revered J.M Weston shoe brand is known for such high build quality that pairs are often handed down from father to son, much like a cherished watch is



Right: Derek McCully (seated), Managing Director of Aston Martin Lagonda S.E.A, tries some J.M. Westons on for size















CAROLINE DECHAMBY

While it has been said that the artist can be seen through a work of art, Caroline Dechamby takes this maxim to a new level. Instead of an inconspicuous signature in the corner, the Dutch born artist who now resides in Switzerland uses her likeness as a focal point.

Despite dominating the canvas, or actually acrylic, Caroline's form is only identifiable by her trademark shock of blonde hair and statuesque frame as almost all her life-sized installations portray her from the side or back.

She tells evo that the decision to include her likeness comes from a process to heal herself after going through a challenging period in her life and her image endures in her artwork as if to say:"I'm still here!"

THE ENTIRE WATCH DESIGNED AND MANUFACTURED IN-HOUSE





