

BRAVE FACES

PRIYA RAJ CHARTS THE STYLE JOURNEY FOR WOMEN'S WATCHES, FROM THE DELICATE AND DAINTY TO THE BOLD AND BRASH



“ Industry leaders are taking the first steps on a long road towards changing the approach to the design of women's watches ”

For a long time, the general consensus for women's watches was that they should be deliberately delicate. If any colour accents at all were to be added, shades of pale pink were favoured. And, of course, diamond decorations (or clever imitations) were de rigueur.

Smaller watches equal less space for movement, feeding into the narrative that complex timepieces aren't for women. Historically, women's watches were made to be camouflaged as jewellery, rather than something more practical. This reflects the outdated notion that women didn't need to track their time, owing to their inability to work

outside the home.

Now, as times and timekeeping have changed, the focus is on intricate, mechanical watches for everyone. Women are more interested than ever in horology and collectable investments. The industry has realised that by neglecting the changing tastes – and roles – of women, they were missing out on a huge market.

As is the case with many other collectable investment sectors, the watch industry has long been an old boy's club. It has developed a reputation for catering only to the aesthetics of one gender, with the other being an afterthought.

Industry leaders are taking the first steps on a long road towards changing the approach to the design of women's watches by developing innovative designs to capture this growing market.

The tired notion that women's watches shouldn't be bulky, shouldn't stand out, or should blend in with other items of jewellery is outdated. Women are moving mountains and conquering the world across industries, so why should their watches reflect any less?

From left to right, Chanel J12, Chopard's Imperiale Flying Tourbillon, Richard Mille RM 07-04 Automatic Sport's Watch, Patek Philippe Aquanaut Luce Annual Calendar

