



## ASIAN APPEAL

With Asia continuing to dominate the luxury watch market, manufacturers are enticing local buyers with limited edition models launched specifically for Asian consumers. Here are three timepieces with international appeal—available only at authorized Asian dealers. BY CHARLES TEARLE

### OFFICINE PANERAI

In late 2010, **Officine Panerai** launched the **PAM00366**, a special edition of the Luminor Marina for Greater China with the numeral six replaced by the Chinese character *fu*. Popular since the Ming Dynasty, the character could often be found at the entrances of homes 600 years ago to bring a continuous flow of good luck to their inhabitants. The watch's easily recognizable case is crafted from a single block of metal and features Panerai's patented crown-locking system. For those who wish to wear their luck on their wrist, the Panerai **Luminor Marina "Fu" PAM00366** is only available in China, with a retail price of about US\$4,890.

Contact: Lance Qiu at Officine Panerai in Shanghai, 86-21-6288-0100; [www.panerai.com](http://www.panerai.com)

### RICHARD MILLE

**Richard Mille** has launched a 50-piece Asia-only limited edition of his popular **RM011** annual calendar wristwatch with fly-back chronograph and variable-geometry automatic rotor. Housed in a three-piece, tonneau-shaped case, this is the first example of an RM011 to use a central case made of 18K red gold with DLC-treated titanium upper and lower sections. The case design is so complex, each one requires 68 different stamping operations to manufacture. Using technology inspired by Formula 1 racing, the movement is mounted directly to the case in the same way a car engine is integrated in the chassis via shock-absorbing supports. This RM011 model retails for about US\$118,440.

Contact: Eddy Lam at Richard Mille in Hong Kong, 852-2918-9696; [www.richardmille.com](http://www.richardmille.com)

### PETER SPEAKE-MARIN

Among the world's most admired independent manufacturers, **Peter Speake-Marin** released his own unique movement in 2010. His popularity in Asia continues to grow, thanks to his hands-on approach with clients. He offers very special timepieces to those with the imagination (and pockets) to fulfill their watch fantasies. Named **Hungry For Time**, the timepiece shown was designed by special order with the Japanese technique *maki-e*. The dial was engraved by Japan-based artisan Musyu Yamazaki and took over 100 hours to craft by hand. Housed in an 18K white gold case with hybrid Cal.FW2010 movement, the watch is one of a kind. Similar watches start at about US\$114,172.

Contact: Jeffery Yau at Europe Watch Co. in Macau, 853-2872-3979; [www.speake-marin.com](http://www.speake-marin.com)