

Trendy Meets Timeless

A Guide to This Season's Hottest Watches

(NAPSA)—It has been said that people look at their watches about 40 times a day. Shouldn't the watch that gets so much attention have some style? "Watches have long been mechanical marvels and now they are fashion must haves," says Amanda Gizzi, of the Jewelry Information Center. With all the different styles available, the watch that is suitable for a fancy dinner is not the same watch you would wear to the office or out for a day of shopping. Take a look at the vast selection of watches available and discover the latest trends taking over wrists everywhere.

Diamonds. Diamond watches are hotter now than ever. Diamonds can be found on watch faces, around the bezel, on hour markers, on the straps, even floating inside the case. Men are flocking to Elini and Ritmo Mundo's diamond watches because their oversized faces showcase the sparkling diamonds in a masculine and fashionable way. Classic styles come from Ebel's Beluga and TAG Heuer's Alter Ego.

Sleek stainless steel watches are making way for rose gold watches to reign. Eighteen karat rose gold gives watches a soft, polished, fresh look. Rose gold lends itself to the more formal fashions that are coming back into the workplace. Look to companies like Chopard, Patek Philippe, Concord and Omega to see some of the stunning rose gold watches that are available.

Big watches, delightful for daytime, are far less serious especially when color is added. Oversized watches are adding immense drama to men's and women's wrists. Men's versions are popular in fire red, black and blue while women just can't seem to get enough of white, pink and light green. There is no gender border



Image provided by Elini



Whether you chose big or small, go to the extreme when purchasing a new watch this season.

with big watches; it seems that bigger may just be better for both.

Just like their big-faced counterparts, little watches are making a comeback in fashion. These tiny ones, however, are just for the ladies. Small cased watches give off an air of femininity. Citizen has a new mini watch that doubles as a charm bracelet. Elini's La Petite has a stainless steel case, leather or grosgrain strap, mother-of-pearl face and diamonds.

Different fabrics, materials, and new improved design are putting a different spin on watchbands. The new Bikini watch by cK is a timepiece that can be worn as a hair-tie. Christian Dior's D'Trick watch has a draped pearl signature "D" necklace that can be attached to the watch. Movado's Museum Automatic Arté features the classic museum face complemented by a wrap-around silk scarf.

When shopping for a new watch, shop at an authorized watch dealer. For a list of authorized watch dealers and to learn more about watches, visit www.jic.org.