

Time to Talk Fashion: Hot New Watch Trends

(NAPSA)—Wearing watches just to tell time is a thing of the past. They are one of this season's hottest, must-have accessories. "Women and men are flocking to buy watches that are as fashionable as they are functional," says Amanda Berg, a spokeswoman for the Jewelry Information Center. Watches with unique face shapes, Art Deco inspired dials, yellow gold watches, diamonds, and chronographs for women are amongst this season's hottest trends. There is a watch for every outfit, personality, and occasion:

From the big screen to the red carpet, fashion stylists are dressing celebrities in Art Deco inspired jewelry and watches. Ritmo Mundo has several lines of watches with these "Deco" inspired dials that are intricately manufactured with Italian design. Other modern style inspired watches include the Seiko Premier, Ebel Beluga Tonneau, Ladies' Bulova Strap, and Patek Philippe's 10-day tourbillon.

Yellow gold watches are a symbol of elite fashion. They have the ability to make a person look established, polished and chic. Tag Heur has revamped its classic Monza watch by giving it a rose gold face and black leather band. For the classic and ever timely look of 18K, look for Omega's Seamaster Aqua Terra, Christian Dior's La D de Dior solid 18K version, and Bulgari's Rettangolo.

A watch with a fun, funky and unusual face shape has the ability of being the ultimate conversation starter. Roger Dubuis's "Follow Me" cross-shaped watch is modeled after the Swiss flag. Corum has many different styles that include their padlock, trapeze, rocket, and bubble watches.



Image courtesy of David Yurman



Other unique shaped watches to look for include Movado's Semi Moon and Coach's legacy mini.

Diamond watches are all the rage. There are brilliant full diamond versions by companies like Kwiat, Piaget, Cartier, Patek Philippe, and Rolex. Or with more subtle sparkle, there are watches with diamonds around the bezel, on the hour markers, or a single diamond on the 12-hour marker. Remember: even the most petite diamond gives a sparkle that goes a long way!

Athletic watches get a fashionable makeover. The latest sport timepieces are being made in new colors, with new features that improve not only the function but overall style. Timex's baby blue women's chronograph is a great inexpensive version. Other options for the savvy sports buff include Ebel's classic wave chronograph with purple strap and Concord's Colored La Scala Diamond Chronograph Collection.

The most important thing to remember when buying a new watch is to shop at an authorized dealer. For a list of authorized watch dealers and professional jewelers, visit www.jewelryinfo.org.