

Just In Time: Today's Hot Watch Trends

(NAPSA)—In today's do more, better, faster world, people are in a constant battle with time, checking their watches up to 80 times a day, according to a recent poll. What does your watch say about you? "Watches that reflect one's personality are going to be hot ticket items this season," says Elizabeth Florence, executive director of the Jewelry Information Center, a non-profit organization based in New York. "Owning more than one watch allows people to showcase the many roles they play without spending a fortune on a new wardrobe," says Florence. Unlike clothing, watches, if well taken care of, will last to be passed down to future generations. Today's range offers something for everyone:

Being active is a way of life these days. Timex offers a line of Ironman watches that offer sporty functions: target heart rate zone alarms, tracking devices, oversized digits for reading on the run, and All Day INDIGLO® display. Piaget's Upstream was inspired by a legendary high-jump move. With just a simple press, the watch is activated and the bezel unfolds in the same motion as the "Fosbury Flop."

For technology lovers, there are watches that receive e-mail, headline news, sports and weather updates. Tissot's T Touch employs the technology similar to that of an ATM screen. Simply touching the watch's crystal activates the six functions of the watch: thermometer, alarm, compass, chronograph, altimeter, which shows an indication of elevation above sea level, and barometer, which shows changes in weather that are linked to variations in atmospheric pressure.

Cotton candy pinks, turquoise blues, spring greens and even regal purples are among the "it" colors for watches this season. Take a cue from Corum, whose sugar cubes, bubbles and trapeze models are considered the ultimate in the color experience. Dazzling diamonds (both white and colored), sparkling sapphires and other gemstones are showing up on bezels, straps and faces. Companies such as Michele Watches,



The Kinetic Auto Relay appears to fall asleep after 72 hours of being at rest, but if you pick it up and give it a shake within 4 years, it adjusts to the correct time (taking into account even Daylight Savings).

Chopard, Omega and Cartier offer stunning options.

Do you want your watch to make a big statement? The 40 mm plus watches are "livin' large"! These timepieces offer faces of 40 mm or more, bold dial details and extra-wide straps. Options come from Swatch, Corum, Locman, Maurice LaCroix, Roger Dubuis and Ebel.

Personal messages may be more important than ever. Having a special message or date engraved on a watch means almost as much as the piece itself. Hour Power offers watches that feature faces that lift up; photos or messages can be put inside.

A word to the wise: Be sure that you purchase a watch only from an authorized dealer. Warranties may not be considered valid if the watch was not bought from an authorized vendor of that particular brand—in a store or online. For more information on watches and fine jewelry, visit the Jewelry Information Center's Web site at www.jewelryinfo.org.