

# highbrowse



Giorgetti's Astor sofa set

## A IS FOR ASTOR

Renowned Italian furniture maker Giorgetti collaborates with Antonello Mosca to present the Astor sofa. With a frame and matte black polished feet in solid beechwood, armchairs and sofas have completely removable upholstery. Available from Space, 9 Raffles Boulevard, Level 2, Millenia Walk.

## TIMELY PASSIONS

Although Vincent Perriard grew up in Neuchâtel, he didn't go straight into the watch business. "As I was raised and grew up in Neuchâtel, everyone I knew was involved in the watch industry," he says. But prior to this, he helmed a career in radio, marketing and communications. Since May 2006, he's been president of Concord Worldwide, a division of Movado Group, Inc (MGI).



Vincent Perriard

At the age of 20, Perriard and his friends created the now famous radio station Rouge FM. From there he worked for a communications agency in Geneva and New York. For five years he oversaw marketing and communications at Audemars Piguet before moving to Hamilton, a division of the Swatch Group, as vice president of international marketing. He then established his own company, Brand DNA, in Paris, an agency specialising in luxury branding and strategic business development. Then, eight months ago a call came from MGI. "It was Friday, 6 pm when they called to ask me to meet the CEO. I left Sunday, arrived Monday and Tuesday it was done," he says.

Perriard relishes being involved with design. "I am very much connected to the design process," he says. "I give the brief to the designers and can bring a little bit of what I like into the game, a mix of what I see and have learnt, which has to be in line with what we want to do with the brand. It's very exciting."

Of his all-time favourite watch, he says, "I love a lot of watches but, for some reason, from the bottom of my heart the watch I really love is the Royal Oak from Audemars Piguet. It was designed in 1972 and was the first stainless steel watch in the industry."

Married with three children aged six, three and one, Perriard loves skiing which he took up at the ripe age of three.



Da Vinci Jewellery

## ROYAL REVAMP

Da Vinci Jewellery has opened its latest outlet at the newly revamped Royal Plaza on Scotts. The outlet showcases an extensive range of exclusive creations from timepieces brilliantly adorned with diamonds to exquisite jewellery of distinctive designs and quality.

## URBANE UNIFORM

Inspired by the raw elegance of the Middle East from Israel to Africa, Donna Karan's bone coloured urban uniform is tailored, liquid and linear. With added artisan touches, this is utility style meets female traveller. Available from Donna Karan boutique, Hilton Shopping Gallery.



Donna Karan spring collection 2007