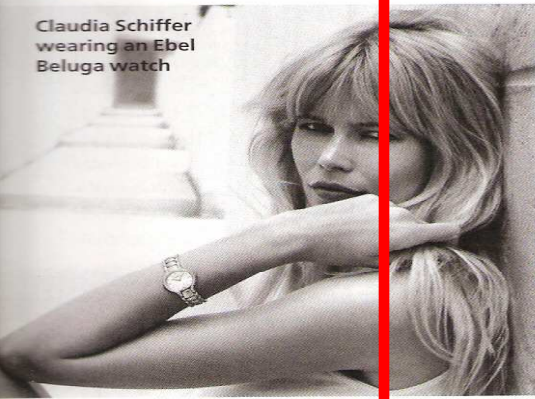


Claudia Schiffer wearing an Ebel Beluga watch



The Movado Group is putting a new face – several new faces, in fact – on Ebel, the Swiss watch firm it acquired this year. Ebel has chosen supermodel Claudia Schiffer, "a global fashion icon," as Ebel puts it, to appear in a new Ebel international advertising campaign that debuted this fall. Schiffer has been a cover girl on more than 700 magazines, a world

# NEW FACES AT EBEL

record, according to Ebel. For Ebel, she poses in a series of black and white ads shot by noted fashion photographer Patrick Demarchelier. Demarchelier "is particularly well-known for his black and white images conjuring up a dreamy ambience beyond the reach of time," the company says.

Other new faces appear in the relaunch of Ebel's famous Sportswave line, noted for wave-motif bracelet. The bracelet has been revamped to appeal to a younger audience, with undulating brushed steel links adjusted to provide comfort and flexibility on the wrist. The new Sportswave models come in lady, gent and chronograph versions, in steel or steel-and-gold, with quartz movements.



Ebel's new Sportswave watches come in lady (\$3,250), gent (\$1,200), and chronograph (\$1,600) versions.

## A TRADE-IN NETWORK FOR WATCHES

Trade-ins are common in American retailing, involving a host of products from cars to video games to golf clubs. For watches, though, trade-ins are less common. The main reason is a lack of information, according to former investment banker Bill Barker. "The lack of secondary market pricing information hinders both buyers and sellers," Barker says. "All secondary markets move on information. It is easy to price used autos at both the retail and wholesale level because of databases such as the Kelley Blue Book." *With watches it's not so easy.*

Which is why Barker founded TradeInWatches.com a year ago. "Think of TradeInWatches.com as the Kelley Blue Book of watches," he says. The website allows customers to trade-in their used watch for credit towards the purchase of a new watch at a network of retailers, primarily in the western United States.

TradeInWatches.com develops a quote for a used watch based on an examination of thousands of lines of secondary market transaction data from multiple markets, Barker says. "A watch, like an auto, has a specific

model for a specific year and shows signs of use that cannot be completely repaired. While there are some exceptions for classic or limited-edition models, the majority of watches depreciate over time. We make consumers aware of both the expected secondary market value if they sold the item themselves and what their trade-in credit will be."

Consumers can get a trade-in quote via an authorized retailer, via the company website ([www.tradeinwatches.com](http://www.tradeinwatches.com)) or via a phone call (626-797-5420).

### CORRECTION

The article "Cartier Celebrates a Century of Santos" in the WatchTalk section of the August 2004 issue reports incorrectly that the Cartier Santos 100 has a screw-down crown. It does not. WatchTime regrets the error.