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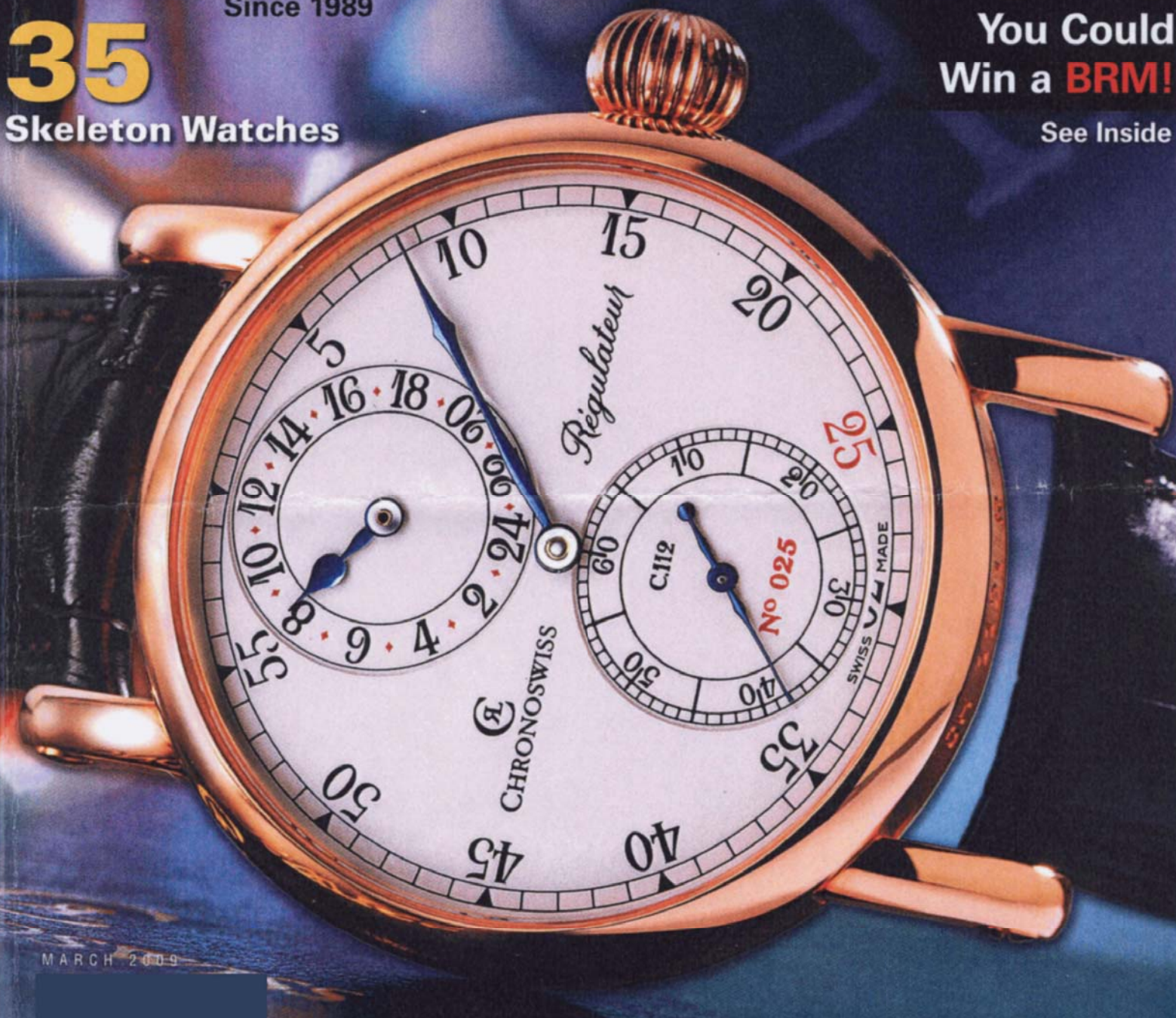
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Rainbow Mystery

A new collection offers colorful dials in constant change

BY C. BRADLEY JACOBS

A new series of stylish watches for women, the Rainbow Emotion of Colors line, utilizes color prominently on the dial, but in ways no other brand employs. The collection is from the European Watch Group, which also includes Swiss and German brands including Magellan, SARO-Gem, Bombardier, Riedenschild and LACO.

As envisioned by German artist Paul Heimbach, colored discs stacked above the dial rotate mechanically and act as the hour and minute (and sometimes seconds) indicators, much as the "mystery" watches of fifty years ago mounted gemstones on clear discs to give the impression of a floating indicator.

Rainbow's modern interpretation using this method results in constantly changing hues and





The Crystal-studded Extravaganza case with "Dot" dial combines subtle changes of color with elegant brilliance; on the previous page, the sculpture of the Aurora case is enhanced by Rainbow's "Classic" dial.

moods as the colors—from white and yellow to deep violet and blue—overlap and engage one another. The variety of color is astounding and, as Rainbow indicates on its web site, is indeed "an innovative and absolutely new style...of visualizing time."

Pictured at left is the case style referred to as Extravaganza Crystal, coupled with the dial known as Classic. This arrangement features one of the more eye-catching cases with the brand's original, one might say basic, dial variant.

The Extravaganza Crystal's multitude of brilliant stones is tastefully set into a steel case with

timeless lines. The downturned lugs, slightly offset by the triple row of crystals set into the case band, are reminiscent of classic case shapes used in the mid-1900s by many watch brands and case makers. The watch shown houses a nicely decorated self-winding sweep-seconds caliber from Sea-Gull; models in this line are also available with Citizen-Miyota Caliber 8215 or with various Swiss calibers. Though officially listed as TY2806S, this example's movement is easily and smoothly hand-wound and runs with reliable accuracy.

Though the 37.5mm Extrava-

ganza case with solid screw-back and onion crown will appeal to many watch aficionados, a wide array of combinations is available from Rainbow which include some highly sculpted case shapes such as Aurora and Passionata and even wilder dial patterns such as Vertigo, Tripod and Lightsaw. All of these variations can be seen at www.rainbow-watch.com.

According to Joachim Baer, the CEO of Rainbow Watch, "the firm has patented its designs and technology and has set up production in Germany near Saxonia. Preparations are underway for a jewelry collection to be released

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The Extravaganza Crystal Classic depicts how these watches appear with clear crystals or optional diamonds.



The firm has patented its designs and technology and has set up production in Germany

in 2009.” Baer says, “Rainbow’s high-end mechanical wristwatch collection can also be manufactured in solid gold cases with Swiss-made movements”.

Extra features

Newcomers to the market for fashion watches generally bring lots of modern flash but little that hearkens to the illustrious history of wristwatches.

The Emotion of Colors models do all of this, first with quality components such as stainless steel, hard crystal, Swarovski stones and leather straps, and secondly by drawing on tradition with case shapes, mechanical “mystery” dials and the use of mechanical movements.

Rainbow has clearly taken quality very seriously, as is the case with the other European Watch Group brands, and they have decided to let their innova-

tive dial designs speak for themselves. Whereas most dedicated “fashion” watches emblazon their dials with large logos or brand names, Emotion of Color is visible in very small print at the bottom of the dial, and the Rainbow name, superfluous indeed from the front of the watch, is included only on the back.

This model retails for 999 euros (about \$1,400), and distribution and sales information is available for the USA and Canada via the European Watch Group’s North American offices in Massachusetts. Sales inquiries should be directed to sales@europeanwatchgroup.com. ☺

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Rainbow cases can be decorated with colored Swarovski crystals as on this Eleganza Crystal Gamma model.