

RIGHT NOW MEETS RETRO

THREE INFLUENCES THAT INSPIRED THE MARC BY MARC JACOBS BAKER WATCH

BY PAULA FELPS

FEMINE BUT NOT FRILLY. UNMISTAKABLY ROOTED IN VINTAGE style, but yet completely contemporary. This season, nothing captures that better than the Baker, a sleek and slender watch from the Marc by Marc Jacobs Collection that bends its smooth lines into a circular sensation.

Abandoning sharp edges in favor of the iconic rounded case, the Baker embraces a luxe look with its beautiful finish, beveled indexes, and dome dial. Further carrying out the softer appeal of this watch is the rounded bracelet, which completes the Baker's clean and feminine appeal.

Erik Lee, senior designer, and Krista Hance, senior product manager, reveal the creative forces that helped them design the Baker watch.

1 TURBO-CHARGED LUXURY

If the style of the Baker dial hints at the elegant dashboard of a luxury car, it's no accident, says Lee, whose earliest ambition in life was to become a car designer. "On a small scale, designing a watch has a lot in common with a car. When I see a side view of a car, it might translate into the side view of a watch."

Further automotive elements imbue themselves into the watch design, from the leather used on the band to the design of the numbers on the dial.

"I love Bentleys. Some people like exotic cars, some like sports cars; Bentley is the best of both worlds."

2 FASHION AND FLOURISHES

Handbags, shoes, and the runway influence these designers. In the case of the Baker, this meant giving a nod to both current trends and vintage style. "We tried to find as much vintage as possible to draw from," Lee says. Hance adds that inspiration often comes from unlikely sources — such as the hardware on a handbag or a simple design flourish on home décor.

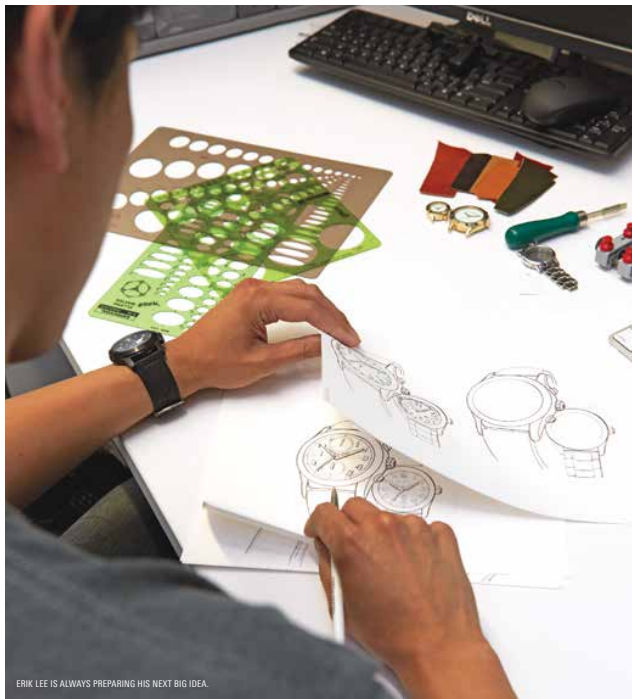


THE BAKER WATCH, FROM MARC BY MARC JACOBS. \$150. WATCHSTATION.COM.

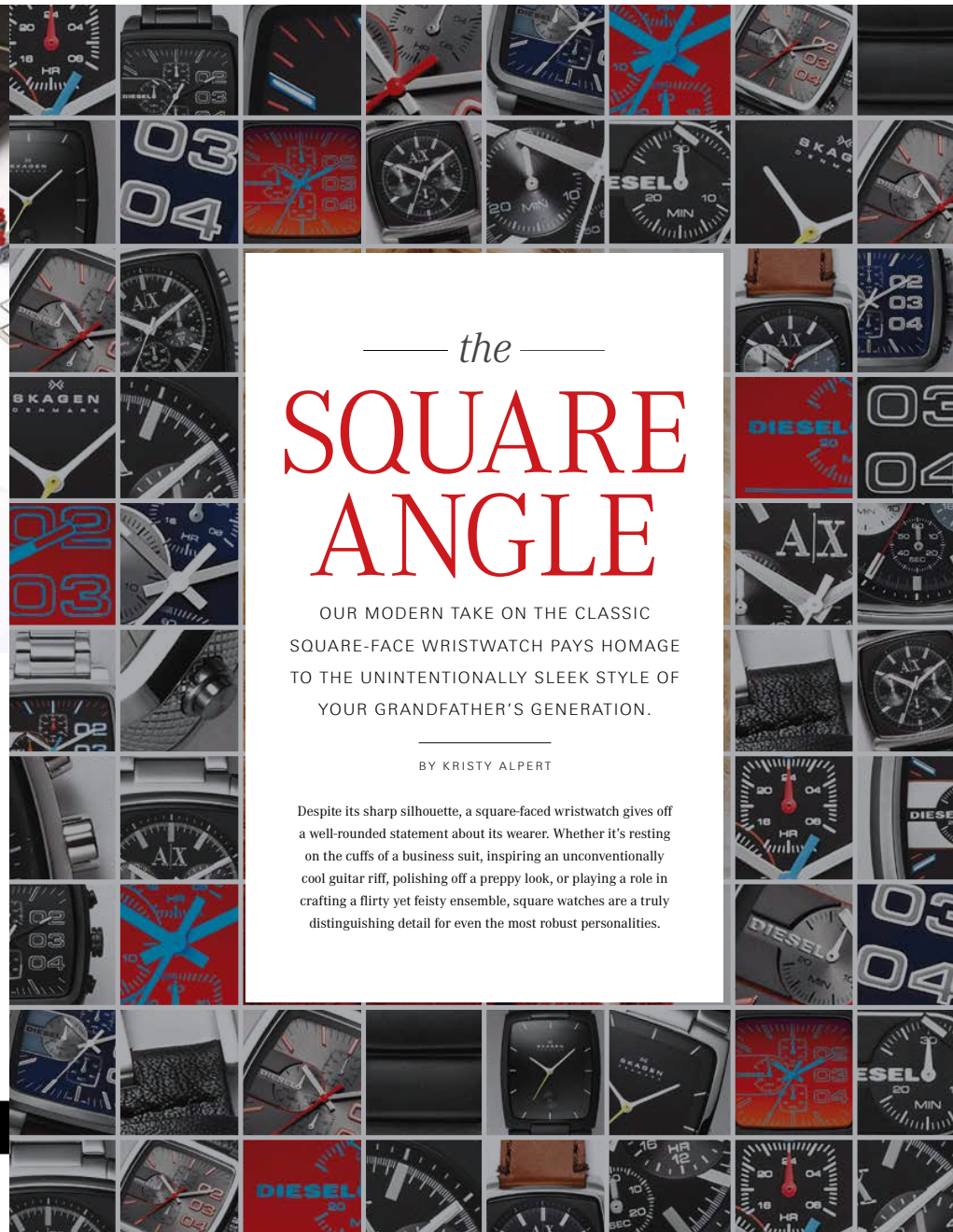
3 A FAST-PACED PLAYLIST

Lee confesses that his musical tastes are all over the board — embracing everything from Skrillex to Jay-Z. "You have to design your playlist to keep a good pace," he explains. "It needs to be fun and upbeat and keep you excited."

Not unlike the Baker at all.



ERIK LEE IS ALWAYS PREPARING HIS NEXT BIG IDEA.



— the — SQUARE ANGLE

OUR MODERN TAKE ON THE CLASSIC SQUARE-FACE WRISTWATCH PAYS HOMAGE TO THE UNINTENTIONALLY SLEEK STYLE OF YOUR GRANDFATHER'S GENERATION.

BY KRISTY ALPERT

Despite its sharp silhouette, a square-faced wristwatch gives off a well-rounded statement about its wearer. Whether it's resting on the cuffs of a business suit, inspiring an unconventionally cool guitar riff, polishing off a preppy look, or playing a role in crafting a flirty yet feisty ensemble, square watches are a truly distinguishing detail for even the most robust personalities.

SHARE YOUR STYLE! WHAT INSPIRES YOU? SUBMIT PHOTOS AND STORIES TO TENTOMAGAZINE.COM/DESIGNER AND ENTER **PROMO CODE 140** TO REGISTER TO WIN THE MARC BY MARC JACOBS BAKER WATCH.



OPPOSITE AND TOP:
DIESEL, \$240, DIESELTIMEFRAMES.COM
BOTTOM:
SKAGEN, \$185, SKAGEN.COM

business CLASS

Traditional business? Not for you.
A square watch peeking out from
under a suit has an unexpected
edge that's just right for the modern
working man.



PLAY IT *cool*

For the unconventional among us – it's still hip to wear square. Pair it with denim, tats, and just a little 'tude.

TOP LEFT:
A.X. ARMANI EXCHANGE, \$190, WATCHSTATION.COM
TOP RIGHT AND OPPOSITE PAGE:
DIESEL, \$195, DIESELTIMEFRAMES.COM



LEADING *lady*

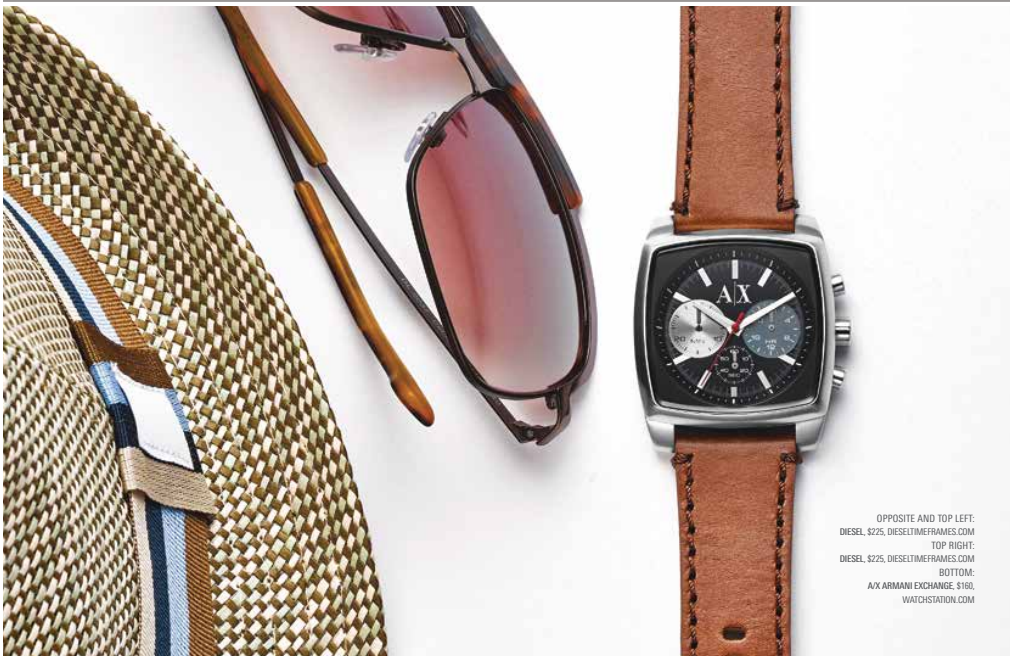
Square watches aren't just for the boys. Rock this oversized style with a stack of bracelets for the ultimate in menswear-inspired chic.



OPPOSITE AND TOP LEFT:
DIESEL, \$240, DIESELTIMEFRAMES.COM
ABOVE:
AX ARMANI EXCHANGE, \$180, WATCHSTATION.COM
TOP RIGHT:
SKAGEN, \$165, SKAGEN.COM

classic PREP

Crisp khakis? Check.
Sweater over button-down? Check. Next
up on the preppy checklist: a square
timepiece with a refined leather strap.



OPPOSITE AND TOP LEFT:
DIESEL, \$225, DIESELTIMEFRAMES.COM
TOP RIGHT:
DIESEL, \$225, DIESELTIMEFRAMES.COM
BOTTOM:
A/X ARMANI EXCHANGE, \$160,
WATCHSTATION.COM

TEN10MAGAZINE.COM

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