

Which brands win ONLINE?

The latest watch company to re-launch its web-site – and in the process go from having one of the worst online presences to one of the best – is Zenith (www.zenith-watches.com). The new site is beautiful to look at, easy to navigate and chock full of information on one of the great Swiss watch companies. Which got us thinking: in 2013, which watch brands have the best web-sites, and which find themselves in the online Hall of Shame?

IWC

Full of information, fabulous imagery, crisp design and even including a public forum for IWC devotees, this has set the bar for the past two years. www.iwc.com

The best

Ochs und Junior

Modern, fun, minimalist and brilliant, much like Dr Ludwig Oechslin's watches for the little Lucerne-based brand. www.ochsundjunior.ch

Girard-Perregaux

Its main site is fine, but its Mechanics of Style, its suave online men's magazine, that earns Girard-Perregaux points for forward thinking. www.mechanicsofstyle.com

The worst

Tiny pictures, impossible to navigate, overuse of Flash in lieu of useful information, passé design – the following need to improve: **Cartier**, **Corum**, **Montblanc** and **Breguet**. But for a brand so steeped in design cool, **Mondaine** takes the wooden spoon.



Two sublime additions to the IWC PORTUGUESE LINE

IWC Portuguese Chronograph Classic

IWC may have declared 2013 the year of the Ingenieur, but it had a couple of surprises up its sleeve for the Portuguese collection too. The first new addition is the Portuguese Chronograph Classic, a piece many aficionados have been waiting for, in that it finally puts an IWC in-house movement in the flagship chronograph of the range. Powered by IWC calibre 89361 – currently seen in the Portuguese Yacht Club Chronograph and last year's limited edition, the Pilot's Watch Chronograph Edition Antoine de Saint Exupéry – it's a gorgeous flyback engine with a chrono subdial at 12 o'clock showing both minutes and hours, with running seconds and a central chronograph seconds. The second addition is a Portuguese Tourbillon Hand-Wound for those who love high complications. Both watches also feature extremely fetching straps from Italian leather specialist, House of Santoni. www.iwc.com

IWC Portuguese Tourbillon Hand-Wound

EBEL 100

With a new strategy focused particularly on its strengths in women's watches, Ebel shows that there's still variety and interest to be found on the female side away from precious stones and metals. The new Ebel 100 – hitherto a men's line – takes things to the dark side, with a black PVD steel case and black mesh bracelet. Set against this all-black background are hour indications and date numerals in starkly contrasting colours. The emerald green one seems a particularly striking option for women with an eye for luxury, fashion and sleek style. www.ebel.com

