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Subject: Wristwatch Era Over?

Posted by [MonKee](#) on Sun, 02 Nov 2014 16:34:00 GMT

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I am likely one of the older members here and can remember seeing Gruen commercials on TV and the watches in the Jewelry Stores. I have seen the wristwatch evolve from a mechanical only movement to an electric one, then to an electronic one such as the Tuning Forks like the Accutron. Today Quartz movements dominate the market and the mechanical movements are for the most part confined to the high end and collector brand market.

Paradigm Shifts have always fascinated me and I can't but wonder if we are at the beginning of one now. The so called Smart Watches are starting to pop up everywhere. I personally believe these Smart Watches may make or beloved Wristwatches obsolete and possibly extinct. In the evolution of the wristwatch through it's many different phases the primary purpose has remained the telling of time. Smart Watches on the other hand do many other things and oh by the way also tell time. Paradigm Shifts are almost always brought about by those with no investment in the current technology. Apple, Microsoft, Intel and Google along with a host of others have no investment what so ever in wristwatches but are all jumping into the Smart Watch market. The projection for Smart Watch sales are astounding in numbers. Keep in mind for every Smart Watch sold there is likely one less wristwatch to be sold. I know my wife and I each have an Apple watch reserved when they come out because of the things they do other than telling time. If these Smart Watches can make themselves essential in the everyday quest for more information I don't see how the wristwatch survives other than as a limited very high end curiosity. Anyone else have thoughts on this subject?

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Subject: Re: Wristwatch Era Over?

Posted by [mikey](#) on Sun, 02 Nov 2014 18:49:45 GMT

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I've seen this thought postulated elsewhere and sadly it does appear that we are heading down that path. I do think though that there will remain a fascination with working mechanical things that will keep a small corner of the market active for a long time to come. And i think that market will be made up of the old mechanical watches that we cherish and preserve as well as the new custom made higher priced watches that are made for the person who can afford such things. Just my 2 cents....

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Subject: Re: Wristwatch Era Over?

Posted by [Thojil](#) on Sun, 02 Nov 2014 20:32:13 GMT

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mikey wrote on Sun, 02 November 2014 19:49 I've seen this thought postulated elsewhere and sadly it does appear that we are heading down that path. I do think though that there will remain a fascination with working mechanical things that will keep a small corner of the market active for a long time to come. And i think that market will be made up of the old mechanical watches that we cherish and preserve as well as the new custom made higher priced watches that are made for the person who can afford such things. Just my 2 cents....

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I have the same opinion. I think that the revival of the mechanical watch we saw from the 90's until now will slow down and possibly reduce, but I'm convinced there will always be a market.

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Subject: Re: Wristwatch Era Over?

Posted by [Gary](#) on Mon, 03 Nov 2014 04:08:50 GMT

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Depends on how you look at the world and if you get out town and look around. Granted I own a pebble smart watch. Yes it's nice but reminds me of work when I wear it. Like wearing the old 90's era pagers. Definitely not a weekend watch by any means.

The homage Chinese mechanical revival is somewhat interesting. Sea-Gull rivals the Swiss in certain areas and it is slowly catching on. I've always lusted over the Gruen chronograph especially the mechanicals but all way out of my range. I did go with a Chinese homage 1963 chronograph special batch. I'm amazed of all the Chinese watch project watches being made. Seriously you could revive a Gruen homage here and have it made in no time.

Another reason this old fart sticks with mechanicals, especially the analogue dial, "the lume". When I'm camping or have a hectic on-call work period, my watch stays on my wrist 24 hours a day. Nice when I can stay under the warm covers and turn my wrist to see the time in a nice mild glow. No uncovering my head to the cold to look at a alarm clock or have to push a button on a smart watch to illuminate it and blinding you at the same time.

I think there are pockets where mechanicals are thriving and others where they are in a downward spiral. All in how you look at it.

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Subject: Re: Wristwatch Era Over?

Posted by [MonKee](#) on Mon, 03 Nov 2014 05:03:13 GMT

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Gary, thanks for mentioning the Chinese Sea Gull watches. I was completely unaware of this brand but after Googling the name I find them really interesting. As to your observation of the world out there I think there will always be a market for Ferrari automobiles and Patek Philippe watches. Personally I will never own either one but I don't think either of these companies are missing my business. I do think that properly done Smart Watches can have a disastrous effect on companies like Citizen, Seiko, Bulova and Hamilton. You unknowingly also touched on the Achilles Heel of Smart Watches when you said you like to wear your watch 24 hours a day. In general Smart Watches are going to have to be recharged often and some daily. This may well prove unacceptable to the buying public.

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Subject: Re: Wristwatch Era Over?

Posted by [mikey](#) on Mon, 03 Nov 2014 15:55:08 GMT

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The mechanicals/autos etc made by the Chinese company do seem interesting but frankly are still more \$\$ than i'm used to spending on a watch. But, for me there is just something about having a 'Sea-Gull' watch that doesn't appeal. Maybe its just the name itself. In the larger view though, these will likely remain a niche market going forward.

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Subject: Re: Wristwatch Era Over?

Posted by [Gary](#) on Mon, 03 Nov 2014 17:31:03 GMT

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The Seagull brand quality is getting better and you are seeing the higher prices but far below the others in the industry.

Seagull movements are used in a variety of Chinese watch brands, it has become a staple. There are some stunning watches out there with their movements. Very few can afford a Panerai but many will find a comparable alternative.

As for the Smart Watch, there are some truly amazing applications that will surely change the path. One that I tested recently was a snoring suppressor. Set my s4 on the night table wearing my pebble. When I start snoring the phone detects it and send subtle vibrations to your wrist that makes you adjust position but not wake you and thus suspend the snoring session. Phenomenal!

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Subject: Re: Wristwatch Era Over?

Posted by [MonKee](#) on Mon, 03 Nov 2014 19:59:42 GMT

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Gary, My Hero !!! Any man who can figure out how to do his job while sleeping deserves a standing ovation !!!!

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Subject: Re: Wristwatch Era Over?

Posted by [mikey](#) on Mon, 03 Nov 2014 22:04:44 GMT

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MonKee wrote on Mon, 03 November 2014 14:59 Gary, My Hero !!! Any man who can figure out how to do his job while sleeping deserves a standing ovation !!!!

I think Gary has just been caught out...

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