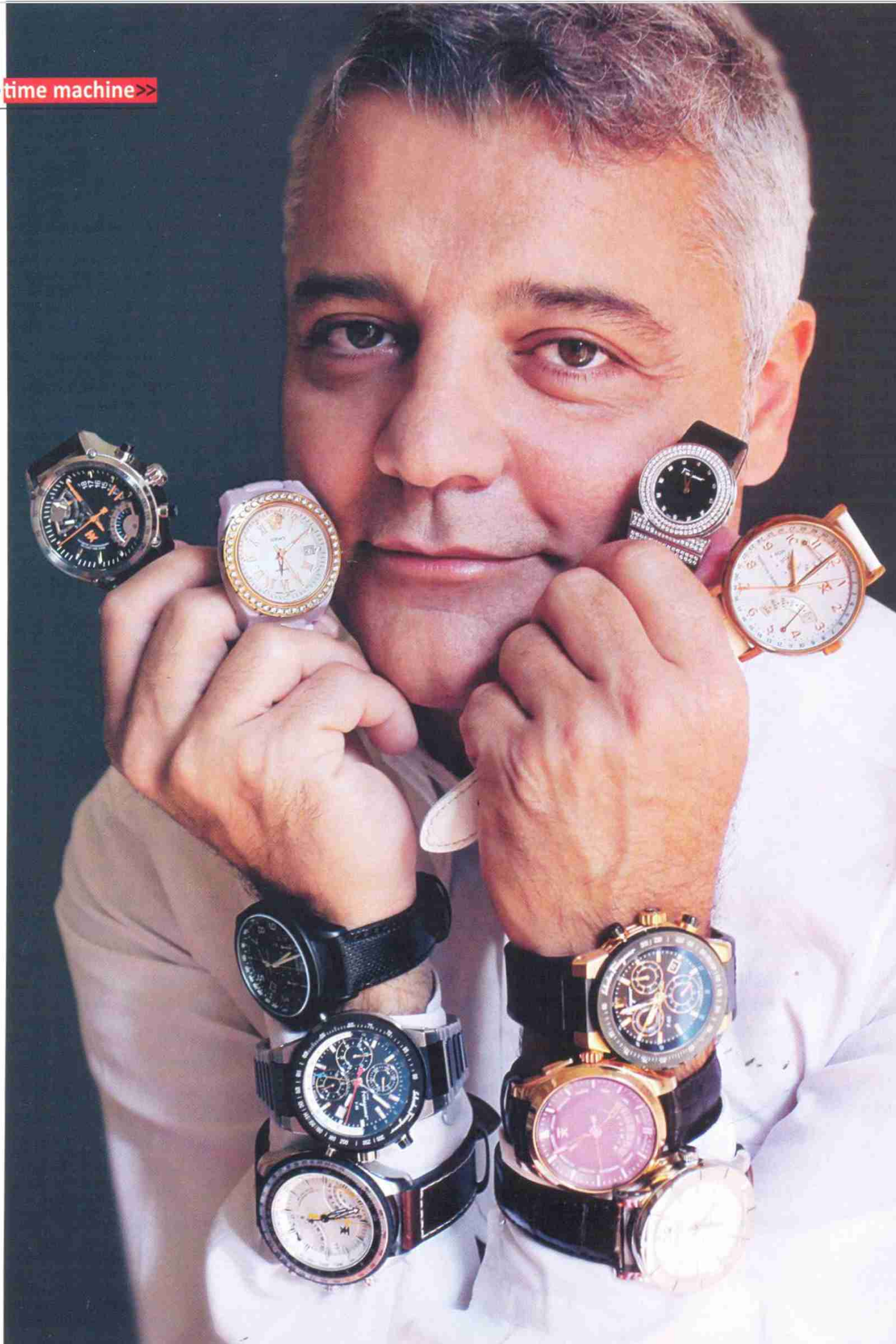
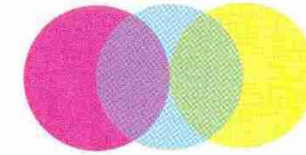


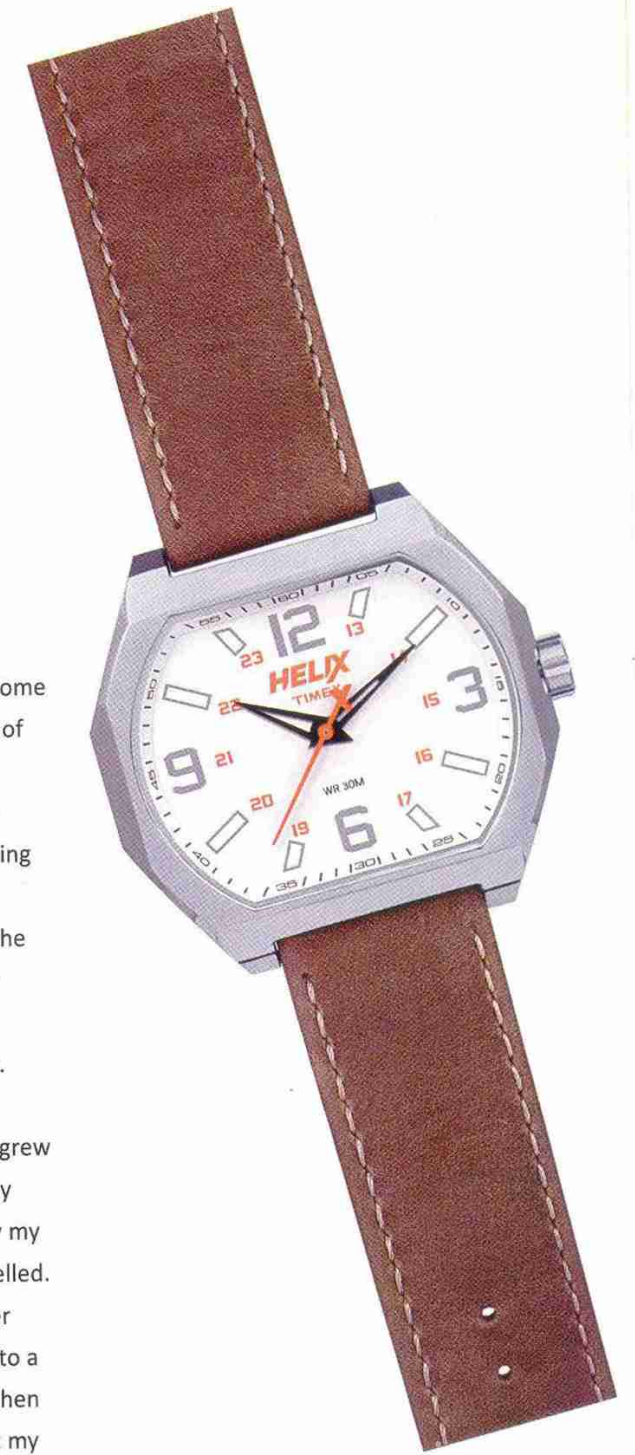
>>time machine>>



We all love watches, we love it when some masterpieces we wear make heads turn. Yet, we don't know the person responsible for the masterpiece. Meet Giorgio Galli, the watchmaker from Milan and the face behind brands like Timex, Versace, Salvatore Ferragamo and many more.



PICTURESQUE STREETS, monumental structures and some of the best and noted brands of the world make up for Milan, the Mecca of fashion. Born in 1962 in this city of awe inspiring cathedrals was Giorgio Galli, the identity behind some of the best watches designed under the house of Timex, Versace, Valentino, to name just a few. Reminiscing his childhood, a nostalgic Giorgio divulges, "I grew up in a classic Milanese family with three brothers raised by my mother while my father travelled. I was passionate about soccer to the point that I played up to a semi professional level, but then realised at the age of 18 that my



THE Time Maker

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career would be better in the field of design rather than soccer. Half way through my childhood, my family moved from Milano to Florence where I completed my design and art study."

Back in his school days, Giorgio had won a design competition that actually kick-started his design career. "Winning the competition gave me some money to fulfil my dream to go to America," he says. Once in San Francisco, he got the opportunity to work on a Lucasfilm's logo trailer for their movies. That, he classifies as his first brush with American culture, something he thoroughly enjoyed. After spending sometime in America, Giorgio returned to Italy and in 1994, formed the company Giorgio Galli and Partners, in partnership with 21 Invetimenti, the merchant bank of the Benetton family. "I bought back their share to become totally independent as Giorgio Galli and Partner. Along with the Timex Group, we then created the Giorgio Galli Design Lab exclusively and entirely dedicated to the work on the group brands such as Timex, Timex Expedition, Ironman, Versace, Ferragamo, Nautica, Helix, etc."

Giorgio had always been passionate about watches. He even worked with Swatch and ended up becoming the

group's youngest art director. He emphasises, "I always loved watches. I was lucky to turn my passion into my job when in the early 90s, I started my first project with Swatch which was the hottest watch brand by then. That was the beginning of my entry into watch design. Since then, it has become my specialty."

Giorgio's first association with Timex happened with the

Benetton license project and later with the development of the Nautica brand. He says, "My aspiration was to work for the Timex brand since I always admired it for its history and products. It's been part of our lives with its historic background. I really enjoy designing the Timex collection."

With an impressive clientele like Giorgio's, it must be quite a

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task to live up to the hopes that ride on him. Oozing confidence, Giorgio says, "I keep in mind that I have to deliver the best product as far as possible to fit the brand philosophy with discipline, experience and through a very

strong design process as part of a consolidated design methodology." Giorgio recently made headway into India with Timex India's ambitious youth project, Helix. "Helix is an ambitious project that needs a lot of care. I also work

on some Timex brand projects exclusively for India. I love India and I am very excited to be here. It is an incredible country with a huge market and potential targets to please. For me, it is not only challenging, but totally inspiring," says Giorgio about his Indian sojourn.

When it comes to men and their watches, watches are by far the only accessories that can truly accentuate a man's personality, apart from what he wears. Giorgio believes, "A watch can tell a lot about the personality of a person. You can wear a \$100 watch and be really cool because it's a great watch. The price does not necessarily make the difference, the man who wears it does. Watches gives men personality, but a man also gives personality to his watch. I like sports luxury watches and the Ferragamo F80 expresses and embraces perfectly the brand's fashion value and the watch culture."

With so much thought and painstaking effort backing the making of every watch you wear, we are sure that after reading this piece, every time you wear that watch of yours, you will dedicate a minute to the person who designed it for you.

UJWAL SALOKHE

