

Style Qs: Wearing a watch more about style than telling time

BY MARTA GOLD, EDMONTON JOURNAL APRIL 4, 2013



Business etiquette expert Terry Pithers recommends a series of watches with different bands and face shapes for different occasions.

Photograph by: Bruce Edwards, Edmonton Journal

EDMONTON - Q: Should men (or women) still wear watches when everyone has smartphones?

A: Absolutely, says business style and etiquette expert Terry Pithers, who has his own wardrobe of about five watches, three of which he wears regularly.

“The biggest reason is the signal it sends,” he explains. A watch gives the impression to clients and colleagues — particularly more traditional or older ones — that you’re punctual and detail-oriented, whether that’s true or not.

It’s also a fun style statement, as one of the few pieces of jewelry men wear. “It gives you a chance to have a little bit of bling,” says Pithers, a corporate image consultant and partner in [Style for Success](#) in Edmonton.

“Think of Daniel Craig in *Skyfall*. Man, he looked sharp, whether he was jumping on a train or at the casino, and he always had a watch,” he says.

Not just any watch either — an Omega Seamaster Planet Ocean limited edition made by the watch company to commemorate the 50th anniversary of the Bond movies.

For men who wear French cuffs, a stylish watch gives an extra bit of flash when they stretch their arms out, Pithers says.

He most often wears a stainless steel dive watch that's "slightly rugged for a guy; it can be dressy, it can suit almost any occasion."

Pithers advises staying away from plastic or boldly-coloured watchbands, opting instead for leather, gold, stainless steel or a combination.

His business partner, Joanne Blake, says she views a watch as "a professional accessory" and always wears one.

Not only is it an attractive accessory, it serves a practical purpose, she adds. "If I'm at a meeting and I need to be really cognizant of the time, I'll just flip it around and look at it discreetly," rather than fiddling with a phone.

Stephanie Yoshisaka, national sales manager for Edmonton-based Watch It stores, says watches have really exploded in popularity, "as a timepiece, but also as a fashion statement, especially for men."

Whether it's young men buying the latest Casio watch as a collector's item, or opting for a fashion watch by Michael Kors or Marc Jacobs, people are taking notice of watches, she says. Automatic or skeleton movements, in which the inner workings of the watch are visible, are increasingly popular too.

"They're like shoes," she adds. "You can get in a lot of trouble."

Pithers says a watch doesn't have to be expensive. "For most people, it's important that it suit your style. And if it's not expensive, it should look expensive."

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