

**TIMBERLAND
QT5929101**

This represents a departure for Timberland. Though equipped with a heavy silicone strap that's as rugged as you'd expect from the company, this selection from the four-piece Mini-Basel collection was designed to be more elegant than outdoorsy (\$265; timberland.com).

**SWATCH
SERIOUS AFFAIR**

The name connotes Bond, but the piece also harbors such Swatch-specific flourishes as three half-moon minidials. These 30-second, five-minute, and one-hour hands move 180 degrees (rather than the usual 360), before jumping back to zero in one second (\$245; swatch.com).

**BULOVA
98B104**

This watch, from Bulova's Marine Star collection, has an intricately patterned, beveled dial that gives it a sculpted, architectural look. The rubber strap, coupled with water resistance, makes it a good bet for nautical types or a business meeting aboard a yacht (\$425; bulova.com).



THE NEW GOLD STANDARD

**BOSS BLACK
HB-114**

A padded calfskin leather strap adds upper-crust panache to this timepiece, while black ghosted Roman numerals contribute to the HB-114's subtle monochromatic elegance. It pairs perfectly with a dark suit or a tux for a formal event (\$550; hugoboss.com).

**SEIKO
PREMIER KINETIC
CHRONOGRAPH**

The art deco-inspired Roman numerals and case are a throwback to an era before rose gold was the rage. Seiko is known for its kinetic chronograph — powered solely by body movement. The piece also functions as a high-end stopwatch, delivering 1/5-second timing for up to 12 hours (\$950; seikousa.com).

**FESTINA
GRANDE TOUR**

The watch's name is a nod to the Tour de France. The official timekeeper of the Tour, Festina designed this piece's large, powerful 50mm case to commemorate Lance Armstrong's return to the 2009 competition (\$450; 800-648-9702).

In the 1940s, rose gold (pure gold mixed with copper) was *the* look — sleek and masculine at the same time. Soldiers returning home from Europe, where the blend was more popular, brought pieces back to the States for themselves and their sweethearts. Now the metal has found new footing with today's timepieces, which offer the best of both decades: modern features and old-school elegance. These are some of our favorites, all for less than \$1,000.

—JAMIE BECKMAN