



There are different types of watches to every taste, but be careful not to look overwhelmed. Photos take at Camcraft Ltd, New Stanley.

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# Time to watch out

WINFRED KAGWE

wkagwe@ke.nationmedia.com

Mobile phones have now become part of daily life as they come with all manner of applications and settings, including a

timer. And one casualty of the gadget has been the wrist watch.

While it was once considered a necessity, its primary role seems to have been taken over by cell phones. There was an era when it was a custom to glance at the wrist to tell time, but it is now common scene to see a man struggling to active a cellphone

to check the time.

Are you one of those CEOs? "It is considered unsophisticated for a man to tell the time by looking at his mobile phone especially if he has to dig it out of his pocket first," says Mr Derek Bbanga, an image consultant with Publicimage. "It shows much better poise to glance at the wrist."

In business where time is money, not having a watch sends out subtle signals that one is not conscious about any of the two. People will always glance at the man's wrist, whether they are inquiring the time or not, but to establish their style. Yes, the watch is a matter of combining necessity and style.

A professional image in business comes down to dress and accessories which include the watch. "In fact it is one of the few pieces of jewellery that a man can wear in a business setting," says Mr Bbanga.

You can have different styled watches for different occasions, the thinner and more conservative one for business, saving the ostentatious watches for other occasions. Those aspiring to be at the top of the business world should invest good money in a timepiece.

A salesperson at Comcraft Ltd, which deals in watches, recommends brands like Seiko, Casio ,Swiss with varying

prices for different wallet sizes. Be warned that people around you can tell the difference between a Rolex and a Rolex or the others with an almost big name brand.

Whatever the occasion, Mr Bbanga says, you do not want to ruin your credibility by wearing watches with humourous cartoons or the cheap plastic watches. Comcraft says the leather strap watches are gaining popularity because of their lightness and flexibility in colours that suit different styles.

Whether you choose leather or metal, the watch should fit neatly on the wrist and not dangle loosely. "If you're a large man you can go for a suitably large watch but if you're on the smaller or skinnier side, a massive watch on the wrist just doesn't look very elegant."

Gone are the days when wearing the watch with its face on the inside of the wrist was trendy.

**Not having a watch sends out subtle signals that one is not conscious about time and money**

