

GG: Giantto is a combination of my name 'Gi' and my sons name 'Anto' which by the way happens to be my middle name; and his middle name is 'Gi'. The timing was right for us to market our designs. I never thought about doing it before, but my pieces were being worn by people all over the world, by celebrities, shown in the movies, basketball players had them...it was time for me to go into my own business and do it myself—for myself. The company name Giantto distinguishes us and allows our customers to find our watches and jewelry wherever they are. All of this marketing excitement has made me feel like a young man, and I credit my children and wife for making it happen."

The world is filled with designers who go to school, learn about texture and color and go out into the world to make their mark. But GG takes it a step further by marrying his old

world European expertise with striking avant-garde designs and compliments that with the fact that he not only designs, but knows the business of making watches from the inside out. His son Anto, CEO of the company, has infused a youthful design approach capturing the essence of the younger crowd merging it in the world of timeless quality. Anto has enhanced the visibility of

Giantto by producing Red Carpet events, hosting fashion shows, and designing world wide advertising campaigns that pair a celebrity crowd with all the trappings of high end fashion and jewelry.

"I can make a watch from A to Z. I can do the entire piece because, first and foremost my background is that of a jeweler. I believe what makes Giantto watches special is not just the outstanding quality and superior technology of the mechanical movement, but our unique look which is 100% of my own designs."

And designing watches is no easy task. Each one of GG's watch designs can take up to one year to complete. The time and effort he puts into researching upcoming styles and trends and the needs of his clients



Bai Ling



might seem like a simple feat—but in fact, it depends entirely on GG's educated move that pairs a customer with exactly the right watch. He says that watches have moved from time pieces to part of one's jewelry collection and must fit the personality of its wearer. Just over two years ago

he acquired The Von Dutch brand and continues to create the same extraordinary custom designs for the younger crowd, keeping in mind what he refers to as 'affordable luxury'—within their reach to buy, enjoy and be proud of.

"After decades in the watch-making business it comes down to more than just taking a pencil and drawing a design or going on the computer to make a design. My designs come about because of my experience with consumers; talking with people to see what they like. It has always been my number one goal to make my clients happy. Whether it is a watch that I make or a wedding ring design, when a person wears what I have made I want them to feel pure happiness wearing it."

Giantto has expanded world wide and is found in Germany, Italy, Spain, Turkey, Austria, Russia, throughout the middle East, Hong Kong Japan, Korea, Mexico, Canada and the Caribbean Islands. When I asked him was GG stands for—he replied 'Good Guy'. It's apparent that GG takes the business of watchmaking as personal as the people who buy his handcrafted time pieces. As I look around the store it becomes

clear that each one of the watches in his showroom comes with a history of personal accomplishment. Watchmaking for GG is about artistry and a craft that by today's assembly line standards has all but vanished. Nothing seems as important to him as creating a product of unparalleled superiority.

"Some people have big hands, some have small hands, some people are tall, short—no matter—when a customer leaves my store, they leave with a watch that fits them and their personality just as if it was custom made for them. It's not just a look in a store window that people want; when a special watch goes on their wrist they get a feeling that it was made for them. This is what I love. This is my goal. Each watch that I design is like a new love for me. It takes great time and effort to complete. This is the magic secret that I put into each design—that each person who wears one of my watches feels the special feeling that I had when I made it." ●



Adrienne Curry



Will Dumps



Nikki Hilton



Dennis Rodman