TRADE NAMES OF WRISTWATCHES

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Abstract

The name is the commercial signature of a company. Products are individualized by this name. Regardless of the origin of the trade name, compliance with the spelling is required by international legal norms. The names of watch trademarks have various inspirational sources such as: the founder's name, a toponym, abbreviations, the name of a historical personality, an important event in the life of the founder, everyday life, a name that reveals an essential feature of the watch, names inspired from Latin and Greek or an expression.The observance of the spelling features of names requires the observance of the pronunciation characteristics of the words that make up the trademark name.

Key-words: *trade name, brand*, *anthroponym*, *toponym*, *abbreviation*

Résumé

Le nom est la signature commerciale de l'entreprise. Grâce au nom, les produits sont individualisés. Quelle que soit l'origine du nom commercial, le respect de la graphie est requis par les normes légales internationales. Les noms de marques des montres ont diverses sources d'inspiration telles que: le nom du fondateur, un toponyme, des abréviations de mots, le nom d'une personnalité historique, un événement représentatif de la vie du fondateur, la vie quotidienne, un nom qui révèle une caractéristique essentielle de la montre, des noms inspirés du latin et du grec ou une expression. Le respect des caractéristiques graphiques des noms, impose le respect des caractéristiques de prononciation des mots qui composent le nom de marque.

Mots-clés: *nom commercial*, *brand*, *anthroponyme*, *toponyme*, *abréviation*

1. Introduction

The analysis at the onomastic and lexical level of the terms that make up the names of wristwatch brands incorporates an essential part of the linguistic knowledge and contributes to the correct use of the terms. From the perspective of trade names, all the elements of commercial onomastics are revealed.

2. Trade names

N.A. Constantinescu believes that onomastics is the "study of all proper names of persons (anthroponyms), of other living beings (zoonyms) and of places (toponyms)"[1].

"In the commercial sphere there are names of trademarks, product names, game names, line names, service names, store names, etc. Permanent innovations and market laws have a direct influence on language through marketing and advertising"[2].

[1] N.A. Constantinescu, *Dicţionar onomastic românesc*, p. 9.

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A *trade name* is the basis of establishing a company, because through it, the company provides information about its business and products. There is no synonymy between the concept of *trade name* and *trademark*, and specialists emphasize that the trademark is not a formality, but assures the owner that it is unique on the market. The concrete definition of the term is given by *Dicționarul explicativ al limbii române*: "*marcă, mărci*/ 'trademark, trademarks', fem. noun 1. a distinct sign applied to a product, animal, etc. to distinguish it from others, to recognize it, etc. -Type, model, inscription (indicating source) of manufacturing. Car brand. 4. Fig. a distinctive feature, specific feature, characteristic attribute; particularity−From Ngr. *márka*, Fr. *marque*. cf. Germ. *marke*."[3]

The significant mobility of the Romanian vocabulary, due to the dynamics and openness of the Romanian language, led to the introduction of a synonym for *trademark*, namely *brand*. The word entered the vocabulary of the Romanian language and is also recorded in DEX: "*Brand, branduri*/ 'Brand, brands', neut. noun A product mark of a famous company. [PR.:−brend]− Engl. word"[4].

The definition of the *trademark (brand)* shows that it is assigned to a *product*.

All these elements contribute to product differentiation. Producers thus create an image and reputation through the products, but also through the image they offer through the name, trademark/brand, logo.

The onomastics dedicated to the commercial sector is a true masterpiece, a special fabric of art and science. The creator, who leaves his mark on the product through onomastics, will have strategic bases and creativity, and will keep in mind that the name affects the buyer's perception of the product offered. That is why the name of the product intended for buyers has simplicity as its main feature, which makes it easy to understand and remember. At the same time it is illustrative, unique, and easy to distinguish from other names of products for the same purpose.

The theoretical study of anthroponyms and toponyms is due to the fact that these two classification criteria have a high frequency among watch brands.

According to Gardiner, "a proper name is a word or a group of words with the specific purpose of identifying, and which achieves or tries to achieve this purpose only through its distinctive sound complex, without reference to any meaning that this sound complex would have possessed from the beginning or that it would have gained through associations with the object or objects identified"[5].

"Toponyms can be classified according to several criteria: 1) the category of the designated place name, depending on the sociogeographic criterion, according to which hydronyms or oronyms are delimited; 2) from the standpoint of meaning; 3)

[2] Silvia Pitiriciu, *Nume comerciale: detergenții,* in the vol. *Name and Naming Conventional/Unconventional in Onomastics*, p.800.

[3] DEX, p. 681.

[4] DEX, p. 127.

[5] Ilie Dan*, Studii de onomastică* , Iași, Editura Vasiliana, 2006, p. 111.

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from the standpoint of the formal structure and the way in which they are formed; 4) from other perspectives"[6].

Every trademark name has a unique history. The origin of names incites curiosity about the level of adaptation at the linguistic level. Non-adapted names imply the preservation of spelling and pronunciation as in the language of origin. The analysis of the way in which the brand name works in Romanian according to the graphic adaptation depends on knowing the history of the origin of the name. These require compliance with the specific words and graphic signs. The discovery of the origin of the names assigned to watch brands is not always easy. The most relevant information on these issues is provided on the pages of the renowned brands.

Through the history of watches, the development of the brand names used by the creators is also materialized. The concern of the founders is both to support the reliability of watches and to use innovative onomastics.

From the contributions of the literature in this field we mention: Oliviu Felecan with the works "Onomasticon. Studies on Names and Naming I"[7], "Name and Naming. Proceedings of the International Conference on Onomastics, First Edition, Multiethnic Interferences in Anthroponymy"[8], for coordinating the work "Linguistic and Philological Confluences"[9], Ovidiu Felecan works with Diana Felecan. Other famous names for lexical and onomastic studies in the field are Radu Muşat[10], Alina Bugheşiu[11] and Moise Ioan[12].

By the topic we approached, we intended to present names of watches, while selecting a corpus of 19 watch names. As bibliography, we used works of linguistics such as: N.A. Constantinescu*, Dicţionar onomastic românesc*[13]*;* Ilie Dan*, Studii de onomastică*[14]*;* Bernard C. Galey*, De mémoire de marques. Dictionnaire de l'origine des noms de marques*[15]*;* Angela Bidu-Vrănceanu, Cristina Călăraşu, Liliana Ionescu-Ruxăndoiu, Mihaela Mancaş, Gabriela Pană Dindelegan, *Dicţionar de ştiinţe ale limbii*[16]; *DEX*[17], *DOOM*[18].

[6] Angela Bidu-Vrănceanu, Cristina Călăraşu, Liliana Ionescu- Ruxăndoiu, Mihaela Mancaş, Gabriela Pană Dindelegan, *Dicţionar de ştiinţe ale limbii*, p. 546.

[7]Ovidiu Felecan (coordinator), *Onomasticon. Studii despre nume şi numire I*, Cluj-Napoca, Editura Mega, 2010, p. 333.

[8] Ovidiu Felecan, Editor of the volume *Numele şi numirea. Actele Conferinţei Internaţionale de Onomastică Ediţia I, Interferenţe multietnice în antroponimie*, Cluj-Napoca, Editura Mega, 2011, p. 652.

[9] Coordinator: Ovidiu Felecan with Daiana Felecan, *Confluenţe lingvistice şi filologice*, Cluj-Napoca, Editura Mega, 2011, p. 622.

[10] Radu Muşat, *Nume proprii nume comune. Dicţionar de antonomază*, Iaşi, Editura Polirom, 2006.

[11] Ovidiu Felecan, coeditor with Alina Bugheşiu of the volume *Onomastics in Contemporary Public Space,* Newcastle upon Tyne, Cambridge Scholars Publishing, 2013, p. 639.

[12] Ioan Moise, *Studii de onomastică*, Piteşti, Editura Tehnică „Tip-Naşte", 1994.

[13] Constantinescu N.A., *Dicţionar onomastic românesc*, Bucureşti, Editura Academiei Republicii Populare Române, 1963.

[14] Ilie Dan, *Studii de onomastică*, Iaşi, Editura Vasiliana, 2006.

[15] Galey C. Bernard, *De mémoire de marques dictionnaire de l`origine des noms de marques*, Tallandier, 1997.

[16] Bidu-Vrănceanu Angela, Călăraşu Cristina, Ionescu-Ruxăndoiu Liliana, Mancaş Mihaela, Pană Dindelegan Gabriela, *Dicţionar de ştiinţe ale limbii*, Bucureşti, Editura Nemira, 2001.

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3. Wristwatches

Famous international brands are currently competing for the creation of performance mechanisms submitted to various tests that a portable watch has to deal with.

Switzerland is recognized internationally for increasing the diversity of wristwatches, as famous brands are of Swiss origin, alongside American, English and German brands. Manufacturers are successfully meeting global demands.

3.1 The history of wristwatches

The beginnings of time management were marked by the seasons' recurrence, caused by the movement of planets. The first small portable watch appears in the modern age. Peter Henlein (1485-1542) of Nuremberg is considered to be the inventor of the wristwatch, although there are other remarkable German names that created various models of portable watches/clocks at that time. Thus, the clock called *Nuremberg eggs* invented by Henlein does not give him the certainty that he was the one who laid the foundation of this invention: the *portable watch*[19]. One of the earliest wristwatches was worn by Elizabeth I of England in the 16th century, received from Robert Dudly in 1571. The feminine fashion of the 19th and 20th centuries made wristwatches popular.

As for the use of watches by men, these were military instruments. A particular emphasis on the use of watches by men was laid in World War I, when this was intended to synchronize combat techniques.

In Romanian culture one of the most remarkable watches was worn by the Monarch of Romania, King Michael I. The watch *Patek Philippe ref 1518* has a relatively short history, being produced for only thirteen years. It remains a unique model due to its calendar and chronograph functions[20].

During the communist era, the jewels of horology in the Balkan area had Romanian influences. The emergence of wristwatches manufactured in Bucharest, such as *Orex, Optimef, Cromef,* is a real revolution. Romania was at the core of the wristwatch manufacturers in Europe. In an interview Gheorghe Ion Gheorghe, the director of the Mechatronics Institute, says: "The first watch was the electronic watch *Optimef*, whose display was with liquid crystals"[21].

According to the collector Dan Cătălin Buzdugan, these watches also impress with the story they carry: "The team was sent to America, they were trained, they came here, they had production lines for the dial, for the carcasses. The inside mechanisms were somehow assembled at Fine Mechanics, and I like the logo as they customized it. This *Optimef* logo. It is also on all kinds of boxes, instruction manuals, and reminds me of the Apple watch today"[22]. The passion for collecting these watches produced in Romania started after some discussions with a foreign collector. They are now a reminder of the communist period.

[17] Academia Română Institutul de Lingvistică, „Iorgu Iordan – Al Rosetti", *Dicționarul explicativ al limbii române*, București, Editura Univers Enciclopedic, 2016.

[18] Academia Română Institutul de Lingvistică „Iorgu Iordan – Al Rosetti*", Dicționarul ortografic, ortoepic și morfologic al limbii române*, București, Editura Univers Enciclopedic, 2007.

[19] http://wikipedia.org> wiki>>istoria-măsurării-timpului

[20] https://www.cotidianul.ro/povestea-legendarului-ceas-al-regelui-mihai/

[21] https://www.digi24.ro/special/campanii-digi24/romania-furata/romania-furata-cum-si-unde-au-disparut-ceasurile-produse-in-romania-561026

[22] *Ibidem*.

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3.2 Names originating from the anthroponym of the founder: name of the founder, a pseudonym, a modified patronym or an abbreviation of the name

The *Patek Philippe* trademark was founded in 1851, the name comes from the two associates who contributed to the development of the products, namely: Antoni Norbert Patek and the French watchmaker Adrien Philippe. Following the rebellion against Russia, the soldier Antoni Norbert Patek was forced to leave Poland and settled in Switzerland[23]. In the new country, he combined the passion for art with innovative enthusiasm and produced watches he sold to Polish customers. As his first attempt to associate with his friend fails, he tries to collaborate with the French watchmaker Adrien Phillipe. The collaboration of the two enjoyed a resounding success. The name of the watch is still representative of the luxury products of the watchmaking industry.

The name of the *Gucci* brand is the patronym of the founder, *Guccio Gucci.* He is known as a fashion revelation. The products are marked by the signature of the founder, which symbolizes the initial of his first name and the initial of his surname: *GG.* The name of the brand has been perpetuated by the next generations. His three sons were involved in expanding the stores and collections that originally focused on cloths only[24]. Subsequently, the *Guccio Gucci* brand has included clothes, accessories, and watches.

The success of *Tommy Hilfiger*'s products over the last 25 years is due to its wide range, consisting of products such as: clothes, watches, perfumes, and furniture[25]. The name of the brand has become internationally known through the American touch that each item has for the public concerned. To preserve the originality of the products, the founder has preserved his own name to represent his creations, *Thomas Jacob Hilfiger.* The name on the products is made up of the founder's nickname, *Tommy*, and his patronym, *Hilfiger.*

The innovative watches created under the name *Casio* are the result of a family business. The most representative of the family members, who contributed to their production, is *Kazuo Kashio.* Considered an artist of marketing, *Kazuo Kashio* redesigned the image of the watch. *Kazuo* and his other two brothers changed their name with their perspective on the popularity of watches internationally. As it was an important element, they resorted to a "universal" name that is easy to remember and pronounce in any country.

Fossil is one of the most famous brands. The brand, *Fossil*, incorporates a wide range of products such as: belts, purses, sunglasses, wallets, cloths, jewellery, and watches. Watches occupy a central place in the company's production, whose name comes from a nickname of the father of the two founders: Tom and Kosta Kartsotis[26].

[23] https://www.interwatches.com/patek-philippe-history
[24] https://en.wikipedia.org/wiki/Gucci
[25] https://www.thefamouspeople.com/profiles/tommy-hilfiger-4174.php
[26] https://en.wikipedia.org/wiki/Fossil_Group; http://www.ceas-mana.ro/ceasurile-fossil-povestea-americana-de-succes/

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3.3 Names originating from toponyms

Initially, under the name of the *Montblanc* brand, they produced simple pens[27]. The name can be considered a metaphor that emphasizes the high quality of the products, like the highest peak in Europe. The same brand name covers a wide range of products at present: pens, jewellery, leather goods, perfumes, glasses, and watches.

The founder of the *Atlantic* brand, Eduard Kummer, was famous for his previous productions for major watch brands such as: *Longines, Certina*, and others. These pieces designed for internationally renowned companies were conceived under the brand called EKB (abbreviated from *Eduard Kummer Bettlach*)[28]. In the year of the launch of the *Atlantic* watch, the founder's qualities to make watches were clearly highlighted. The brand name is geographically inspired. It refers to the Atlantic ocean, one of the largest oceans in the world.

The *Orient* brand was founded in Tokyo, it came as a necessity, as everyone is governed by the need to organize their everyday activities, which led to the need to know the time[29]. Changes among watchmakers did not force those who made *Orient* watches to change their production. The name chosen for watches made in Tokyo suggests their origin. The name *Orient* includes the Asian area. This name suggests the originality of the products touched by an Oriental breeze.

3.4 Names originating from abbreviations obtained by writing the initials of words or segments of words

The *Q & Q* brand was set up in 1976 and has so far been a real success. *Q & Q* watches are globally recognized. The name chosen is an abbreviation of the defining terms for the products offered to the buyers: *Q* (quality) and *Q* (quantity) [30]. The success of the watches is determined by the quality of the materials they are made of, as well as their reliability.

Rolex is one of the most famous brands of luxury watches. Besides the new models of watches, it impresses through the simplicity of the name it bears. Linguistic research outlines two interpretations of the meaning of the term: on the one hand, it is argued that the name is of French origin, namely "ho*ROL*ogical *Ex*cellence", and on the other hand, the name of the watch is considered an onomatopoeia. Before reaching this short name whose pronunciation is not difficult, the watches were imprinted with "*W&D"* [31] (the initials of the two founders of the company: *"Wilsdorf and Davis").* The founder, Wilsdorf, decided to choose a new name for the luxury watches so that it could be easily pronounced in any language.

3.5 Names inspired by an event in the life of the founder

The name of the *Bermont Watch Company* brand bears the mark of an unusual event, which led the two founders, brothers Nik and Giles to choose it to represent their creations. During a flight, they are forced, due to bad weather, to land urgently. They

[27] https://en.wikipedia.org/wiki/Montblanc (company)
[28] https://www.atlantic-watches.ch/en/atlantic-history
[29] https://www.streetdirectory.com/etoday/history-of-orient-watch-wwjcfp.html
[30] https://qq-watch.jp/eng/about/index.html
[31] https://highnames.com/rolex-luxury-brand-name-origin/

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land in France, where they are housed by a farmer whose name was *Antoine Bremont*[32]. The two decided that the production of watches they would start should bear his name, as a reward for the hospitality that the French farmer showed.

3.6 Names suggesting an essential characteristic of the watch

The *G-Shock* brand appears as an extension of the *Casio* brand. It is aimed at creating a wholly new product, as opposed to those known by *Casio* buyers, thus resorting to the *G-Shock* models. The emergence of these watches was possible due to an unusual event. The founder of the *G-Shock* brand created this watch model after a visit to a playground. Following a rubber ball, he realized that the outside of the ball suffered a greater shock than the inside of the ball. He made the decision to create a watch with the same features and able to withstand shocks from the fall. To emphasize the characteristics of the watches made after long research, he chose a suggestive name. The particle *G* appears as a symbol of the fall shock. The word *shock* reveals the manufacturer's intention to create a watch that remains functional after whatever difficulty it encounters.

3.7 Names originating from historical personalities

The *Tudor* brand emerged after the success of *Rolex* watches. The founder of the brand, H. Wilsdorf, decided to create a watch that could be sold at a lower price than the famous Rolex. The creation and marketing of the new watch marked the beginning of a new company named *Tudor*. The choice of the name is not accidental, but aims at honouring the *Tudor* period in England. Following this name of historical value, the founder marked his products with the emblem of England, which originated in the *Tudor* dynasty [33]. The rose mark was later changed into a new sign illustrating a shield. *Tudor* watches are similar to *Rolex* watches.

3.8 Names inspired by everyday life

Police is a brand which was successful from the very beginning. The *Police* brand has the image of the American lifestyle. Initially, the activity carried out under the brand name, *Police*, focused on the production of sunglasses[34]. The name chosen by the two founders, the De Rigo brothers, denotes the urban spirit that their products give to those who wear them. The name *Police* outlines the life in the streets of American cities and is associated with the phrase that defines the lifestyle of the United States: "on the road".

Renzo Rosso is the creator of the *Diesel* brand. Out of the desire to create a world without frontiers, Renzo Rosso chose a suggestive name for his creations. The name *Diesel* was chosen because it is easy to understand. There is no difficulty in pronouncing this word globally because it is recognized throughout the world as a phrase that denotes *"alternative energy"* [35].

[32] https://www.officialwatches.com/bremont/history/; https://economia.icaew.com/life/september-2015/about-time-the-british-watcmaking-renaissance

[33] https://www.interwatches.com/rolex-tudor-history

[34] http://www.derigo.com/eng/brands/police

[35] http://fashiongear.fibre2fashion.com/brand-story/diesel/history.asp

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3.9 Names originating from Latin and Greek

Watches created under the *Festina* brand are internationally recognized in cycling competitions in Spain, the United Kingdom, but they also gained recognition due to various events where they were used to time them[36]. The brand name comes from the Latin "*Festina lente*" and translates *"Hurry up slowly"*. This concept conceals an essential principle of life, namely that a well-done thing needs to be given more time.

The *Omega* brand carries the symbol of perfection, suggested by the name of the company's banker, Henri Rieckel[37]. One can notice that, depending on the use of watches, *Omega*, manufacturers add to the original name the features that differentiate them from other models of the brand, for example *Omega Speedmaster Professional.*

3.10 Names consisting of an expression or a combination of words

When he was only 18 years old, the founder of the *Seiko* brand opened his first watch store. The name assigned to the brand means *precision* in Japanese. He later competed with Swiss watches because he invented the quartz clock in 1969[38]. The evolution of watches does not cease and permanently contributes to the improvement of watches.

The *Guess* brand, owned by the French brothers Maurice and Paul Marciano, covers clothes, watches, jewellery, and perfumes[39]. The name chosen incites the curiosity to discover the products created, their quality, and all the benefits they embody. The phrase used for the brand name comes from English. The name casts mystery on all the production that carries the impression of *Guess.*

4. Conclusions

The correct spelling of foreign trademark names requires knowledge of the origin of the name.

According to DOOM, "In writing and pronouncing in Romanian the foreign proper names - of people and places - from languages written only in the Latin alphabet, the spelling and pronunciation in those languages must be observed"[40]. Brand names also retain their graphic and phonetic features. Brand users must comply with the rules imposed by the origin of the names. Knowing the origin of the brand name is extremely important for proper use.

Regardless of the origin and the source of inspiration which led to the choice of the brand name, the graphic and phonetic observance is required. The names are derived from anthroponyms, toponyms, abbreviations, important events in the life of the founder, the suggestion of an essential feature of the watch, etc.

[36] https://en.wikipedia.org/wiki/Festina
[37] https://www.interwatches.com/omega-history
[38] Bernard C. Galey, *De mémoire de marques dictionnaire de l`origine des noms de marques*, p.267.
[39] https://blog.bestvalue.eu/guess-brand-story/
[40] *DOOM*, p. LII

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ABBREVIATIONS

DEX = Academia Română Institutul de Lingvistică, „Iorgu Iordan – Al Rosetti", *Dicționarul explicativ al limbii române*, București, Editura Univers Enciclopedic, 2016.

DOOM = Academia Română Institutul de Lingvistică „Iorgu Iordan – Al Rosetti", *Dicționarul ortografic, ortoepic și morfologic al limbii române*, București, Editura Univers Enciclopedic, 2007.

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