

## Apocalypse II: How is the sequel different?

The beep was heard around the world  
Electronics invading Baselworld  
The tragic year of 69  
Marked disasters few survived,  
The summer of love was held for ransom  
By battery powered versions of Manson  
Death stained the walls from ceiling to floor  
The moment Quartz marched through the door  
At first some wrote it off as a failed trend  
Condemned for trying to play pretend  
By the horological community  
Contempt with mechanized dignity  
It wasn't until smoke burst into flames  
Engulfing a slew of prominent names  
Brands with history reduced sadly to  
Burnt cinders of iconic residue  
Mass-produced wasn't taboo or cheap  
It was feasible, convenient and somewhat chic  
Realizing Quartz was not just a fad  
Brands got themselves to marketing rehab  
Pillars remained, maintaining foundation  
Fine watchmaking continued in trepidation  
Eventually bloom replaced what was nuked  
And the industry continued-albeit spooked

In time for the New World Order arrival  
The digital revolution up and went viral  
Birthing a fresh, new venomous beast  
Ugly head reared to pillage and feast  
And just like that the Hydra effect ensued  
For every head cut off replaced by two  
Trespassing in domains not their own  
Electronic cookware, fashion, smartphone  
These intruders aren't just anyone  
Apple, Guess, Samsung, Braun  
Some call it innovation and technology  
While others perversion and monstrosity  
It makes no difference, their purpose or aim  
Horning in on the Watch-Throne game  
Be it as simple as the company bottom-line  
Or noble service teaching Gen Z to tell time  
The point is the initial Armageddon  
Sent two thirds of this industry to heaven  
They do say the sequel is always worse  
Than whatever it is that came first  
That is if part 2 is even in the making  
What will be left for all of whose taking?