

THE WATCHES

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Interviews Pierre & Carole Dubois - Chadi Nouri Gruber - Guest Eileen Hofer



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Breguet

A journey back in time

Alpina - Breguet - Breitling - Bvlgari - Cartier - Certina - Chopard - Cuervo y Sobrinos - Frédérique Constant - Girard-Perregaux
Glashütte Original - Graham - Hermès - IWC - Jaeger-LeCoultre - Longines - Louis Erard - MB&F - Mido - Nomos - Omega - Oris - Patek Philippe
Piaget - Richard Mille - Rolex - TAG Heuer - Union Glashütte - Vulcain - Zenith

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Bvlgari

Vintage is the new modern

By Eléonor Picciotto

When you look at vintage ladies' watches, you realise what femininity was all about. Real femininity. The curves, colours, style and size. Everything was more delicate and simpler. The watches ran off batteries with buckle straps and gemstones. Nowadays a vintage timepiece is grandma's watch whose dial is so small you can't tell the time. But often they're unique pieces whose sentimental value is priceless. The vintage watch is more a piece of jewellery than a timepiece. Sometimes paved with antique-cut stones or made using a long-dead technique, some are lucky enough to pop up at auction whilst others are lost forever... until the day...

What is vintage?

When you ask the ultimate watch expert Aurel Bacs to define vintage trends, his answer couldn't be clearer. First you have to understand that quality isn't a trend. Everything changes but quality doesn't! With vintage there are trends in terms of looks, fashion and style but the biggest trend is the quest for quality. Quality in our industry is rarity, historical importance, condition, originality and provenance. These features all make a piece what it is, they're part of it and won't ever go away. Once we decided that Mozart was important, he stayed that way...

Which brands regularly appear at auction?

Piaget is a real auction regular, especially its ladies' cuffs and watches. At the Phillips sale in Hong Kong and the one in Geneva in May, a classic 1973 Oval piece (a signature Piaget with a ruby dial on white gold with marquise-cut diamonds and rubies) sold for 20,200 CHF despite its estimate being 9000-11,000 CHF. It's rare to see a Piaget gemstone cuff but the sapphire and diamond 164 model on yellow gold drops in the Phillips catalogue sold for 70,000 CHF, double the estimate. The stylish Patek Philippe wristwatch covered in lapis lazuli from the dial to openwork strap sold for its top estimate at Christies New York: \$15,000.

Where can you find vintage pieces for women?

Aside from the major auction houses, Crésus, Chrono24 and Collector Square have an extensive range of relatively vintage watches. What's different about Collector Square which opened in May on Boulevard Raspail in Paris is its specialist service in a 600m² showroom. Loic Bocher and Nicolas Orłowski (CEO of Artcurial) got the idea of breathing new life into luxury items, watches and jewellery. Ranging from modern vintage to classic, Collector Square constantly updates its range with the help of a watch expert.

THE EYE OF JEWELRY



Piaget



Patek Philippe

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Although there are fewer women going to auction than men, Aurel Bacs believes that “it would be so much more fun if women took over from these hungry wolves. It would be more fun and intellectual.” It would destroy the image of the harpy clinging to her prize for fear someone else will snatch it. A *Café Society* feel for the modern age.