WATCHPRO

BRITAIN'S MOST INFLUENTIAL WATCH TITLE

AUGUST 2022 / ISSUE 140
watchpro.com

THE BIG INTERVIEW

DAVID DUGGAN SHARES HIS EXPERTISE IN VINTAGE WATCHES



GET SET FOR SUMMER

32 DIVE WATCHES YOUR CUSTOMERS WON'T WANT TO HIT THE BEACH WITHOUT

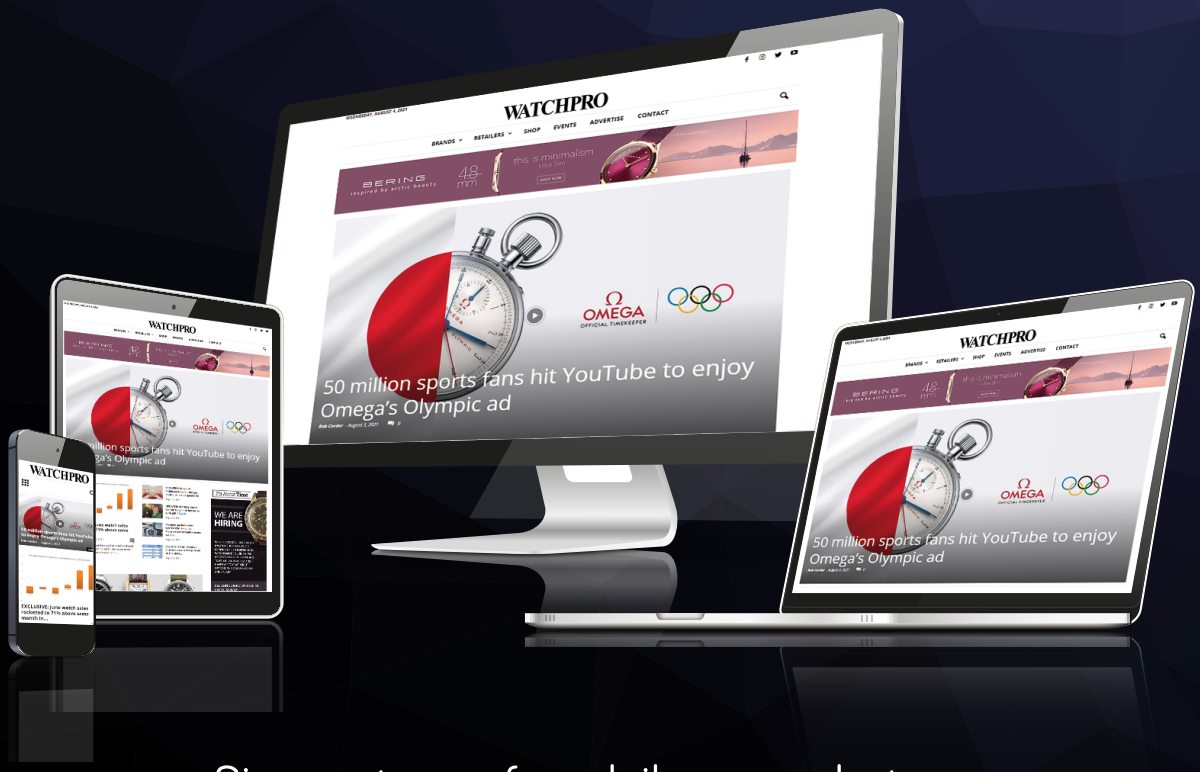
Baume & Mercier bestseller

Seventies styling of the Riviera makes it a contemporary classic

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WATCHPRO: on a mission



When I was first approached to join the WATCHPRO team I was both extremely flattered and slightly confused. Since my earliest days in the industry, I have been firmly on the consumer journalism side, writing about the relevance of wrist-worn timepieces – specifically mechanical – in a digital age while sharing the stories that make them relevant to modern life. WATCHPRO had always seemed to be firmly in the B2B camp and I struggled to see where I could fit into the set-up.

However, after months of reasoning, it became obvious that the information lines feeding business and consumer are not just blurred, they are practically non-existent.

In June the WATCHPRO website hit over 100,000 users in a single day and then almost one million users in July. These numbers simply can't be justified through industry visits alone. What was previously going on behind the scenes in the watch world is no longer secret, thanks to Rob Corder's reporting.

A new generation of watch buyers is not interested in turning up to a shop, handing over a wad of cash and leaving with a new watch in hand. They want to know where their money is going and what they are paying for.

In terms of social responsibility, justification, explanation and evidence is being demanded in all areas, from sourcing to manufacturing and day-to-day business operations. The development of blockchain is making everything increasingly visible and leaving fewer places for the less scrupulous to bury any indiscretions.

When it comes to handmade, in-house and artisanal, it is no longer a case of 'tell me about it', but rather one of 'show me'. If a watch has a waiting list stretching into years, then buyers want to know why. Brands are increasingly talking direct to customers and, where once client visits to manufactures were reserved for the biggest spenders, these experiences are becoming more commonplace.

Even the way new watches are introduced is changing. While big build-ups and fanfare are not yet dead, the tide is certainly turning. Increasingly, watches are no longer launched, they are 'dropped', trade and consumer finding out about them simultaneously.

Maurice Lacroix, Omega/Swatch and Bamford London/G-Shock have all followed this path recently, but the prize for shock drop of the year has to go to Richard Mille for the announcement last month of the ultra-thin RM UP-01. Truly ground- and record-breaking watch news delivered to the world at large in a blink-and-miss-it email.

So, it seems that the gap between retailer and end-user is closing and with that, I think I have found my fit at WATCHPRO.

Tracey Llewellyn



COVER PROMOTION COURTESY OF BAUME & MERCIER

Baume & Mercier is making huge strides with its combination of on-trend steel sports watch style, exceptional mechanical movements and incredible value for money. Reviving the Riviera collection, a hit in the 1970s, is another surefooted step that has retail buyers reaching for their cheque books.

WATCHPRO

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FRONT

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WESTERN MARKETS SURGE AS CHINA AND HONG KONG WATCH SALES COOL

Before the Chinese government's 2013 crack down on high value gifts being given to officials to grease the wheels of commerce, the Asian republic was not only the biggest watch market in the world, it was dominating attention from Swiss watchmakers, leading to preposterous products designed to appeal to only the newest of new money.

For five years after that crack down, Chinese customers continued to dominate global purchasing.

At one point, over 50% of watches sold by the whole of Swatch Group were going to Chinese buyers, at home, in Hong Kong, or other overseas destinations.

Chaos in Hong Kong as China subsumed the former British colony, and then the two years' of rolling lock downs and international isolation brought on by its zero covid policy, have seen growth in Swiss watch exports slow in both markets.

Annual exports to Hong Kong were above CHF 3 billion from 2015 to 2018 before plunging to under CHF 2 billion in 2020.

Exports to China have grown throughout the past 20 years, but that growth has been slowing, and the country was overtaken last year by the United States for the first time since 2019. These trends have accelerated in 2022. With data in for the first six months of the year, Swiss watch exports to the United States have grown by 31.4% to CHF 1.86 billion while exports to China have shrunk by 26.3% to CHF 1.1 billion. Hong Kong is down 11.5% to CHF 973 million.

In other words, the US market is almost as big as China and Hong Kong, combined. That has not happened since 2005.

The latest data from the Federation of the Swiss Watch Industry shows America accelerating and Asia continuing to slow.

Swiss watch exports to the USA in June were up 17.5% to CHF 324.6 million. China was down 6.4% to CHF 230.5 million for the month and Hong Kong shrunk by 31.3% to CHF 144 million.

For the first half of 2022, total global Swiss watch exports rose by 11.9% to CHF 11.9 billion with the top three global markets being the United States, China and the UK.

The UK was the fifth largest export market for Swiss watchmakers from January to June.

Exports rose by 31.8% year on year for the six months to CHF 778.3 million.

In June, alone, the UK was the third largest market in the world for Swiss watchmakers with exports up 28.7% to CHF 151 million. Hong Kong was behind the UK in fourth place.

CHRONEXT cuts staff as after-market wobbles

CHRONEXT has laid off almost one-third of its workforce as headwinds in the after market for luxury watches take their toll.

The company's co-CEO Philipp Man confirmed the redundancies — around 40 employees have been released out of a total workforce of 150 — and callsed it a "hard but necessary step".

"Like many companies in the technology sector at the moment, we are also feeling the effects of the market turmoil and inflation caused by the terrible war in Ukraine which is leading to more restrained consumer behaviour. For this reason we regrettably had to lay off a number of talented friends and colleagues, some of whom have been with us for many years. This hard but necessary step enables us to guide CHRONEXT through this likely longer volatile phase in the best possible way and will ensure a strong foundation for the future," the statement says.

CHRONEXT was one of the first major players in the secondary market to go public with news of falling prices since the end of March.

Private equity and venture capital investors, which have poured millions of dollars into secondary market players in recent years, are suddenly closed to the sector. This is prompting companies that have relied on investment to fund growth to restructure and focus on profitability.

CHRONEXT reported top line sales of €101 million in 2020 and an annual growth rate of 47% from 2018-20.

The business was aiming to go public last year, and set a price range of CHF 16 to CHF 21 per share that would have valued it at over CHF 700 million. That IPO was postponed just a week later, with CHRONEXT saying the market conditions had deteriorated and were no longer right for the flotation.

HERBELIN takes centre stage as Michel is retired

Family-owned Michel Herbelin is celebrating its 75th anniversary this year and is using the landmark to modernise its image by dropping Michel — the first name of the French company's founder — from its dials. HERBELIN, as we must now call it, says its new identity "carries with it a desire to promote French elegance, refinement and watchmaking expertise more than ever before".

In a nod to its history, the HERBELIN marque is given the subtitle: Horloger Contemporain depuis 1947.

HERBELIN is now run by grandsons of the founder, Maxime and Mathieu Herbelin, along with family members Cédric Gomez-Montiel and Benjamin Theurillat.

The business is proudly French, and the family welcomes customers and partners to its studio and workshop in Charquemont, nestled in the Jura Mountains just over the border from Switzerland. "Here, authenticity goes hand in hand with boldness and a love of beauty and movement. That is what it means to be a timekeeper in the French style," the company says.

All of its watches are designed and assembled by hand at the brand's Franche-Comté workshops using Swiss movements.

Building on its French heritage, HERBELIN is opening its first boutique in the world this summer with a store on rue Bonaparte in the heart of the artisan Left Bank of Paris.









Watches and Wonders announces 2023 dates

Watches and Wonders will take place from March 27 to April 2 in 2023, its organiser has announced. There are no additional details on whether the show will evolve in any way from the format this year when Richemont's brands were joined by Rolex, Tudor, Grand Seiko, Oris, Chopard, Chanel, Tudor, Hublot and Zenith.

There has been speculation that the success of the show — more than 50% bigger than the last time its predecessor SIHH took place in 2019 — could grow even larger.

Geneva's Palexpo exhibition centre has several more halls that Watches and Wonders could expand into but industry sources told WATCHPRO that the show's existing contract with the venue prevented it up until 2022.

As a replacement for SIHH, Watches and Wonders was originally established as an event that would act as a centrepiece to a citywide celebration of watches across the whole of Geneva.



G-SHOCK'S FULL METAL 'CASIOAKS'

Casio has unveiled what is likely to be its bestselling G-Shock collection this decade.

The GA-2100 form, launched in 2019, with its slim profile, octagonal bezel and integrated bracelet has already been given the nickname of CasiOak by fans on social media; a tongue in cheek reference to its resemblance to Audemars Piguet's Gerald Genta-designed Royal Oak luxury sports watch. That was before the launch last month of three all-metal versions in silver colour (GM-B2100D), black (GM-B2100BD) and rose gold hue (GM-B2100GD).

Casio is successfully providing a stepping stone for people whose first wristwatch is commonly made by Apple or Samsung today to the world of analogue timekeepers from watchmakers with centuries of history. The brand's GM-B2100 watches do this with bluetooth connectivity to smartphones, dials that combine analogue hands and digital displays, and aesthetics that draw heavily from the styling of the most popular mechanical Swiss watches.

That said, the range is not derivative, but unique with up to 18 months of battery life, 200 meter water resistance, 38 time zones, multiple alarms, multi-lingual displays and solar charging. And, of course, the legendary G-Shock indestructibility.

All three watches will go on sale together on August 12 at 10am, and there will be no need to queue outside like a MoonSwatch flipper because they will be available from G-Shock's ecommerce site, G-Shock stores and select authorised dealers.

Price for the gold or black version is £499 while the silver piece is £449.



WATCHPRO teams with Wild Boar Wine Club

WATCHPRO Club members are being invited to join a brand new and exclusive Titanium tier of the legendary Wild Boar Wine Club.

Fine wine with haute horology is a marriage made in heaven, and drawing the two worlds together for exclusive events that pair exquisite vintages with historic timepieces is an opportunity too good to pass up. The Titanium tier is only available to WATCHPRO Club members, and comes with a unique package of benefits including access to exclusive offers and wine packages.

Becoming a Titanium member of the Wild Boar Wine Club is free to WATCHPRO Club members and includes an invitation to Annual Taittinger Wine Dinner. "As the Founder of Wild Boar Wine Club it is a great privilege to announce our exciting collaboration with WATCHPRO Club, a prestigious member's club that I have followed since it launched last year," says Wild Boar Club founder David Alexander.

"Both WATCHPRO Club and Wild Boar Wine Club share many similar attributes; both are free to join, both provide our members with memorable, unique, and relevant benefits, both are exclusive, and both are committed to providing our members with the very best levels of service and quality. So, please explore your new Wild Boar Wine Club membership, we are delighted to have you all on board," he adds.





Baume & Mercier expands its beach-ready Riviera collection

Baume & Mercier is pitching its Riviera watches as the perfect accessory to a summer by the sea. The sporty steel watch, with its twelve-sided bezel with exposed screw hears, comes in 42mm Baumatic and self-winding versions, or in a 36mm quartz pieces.

They are inspired by the carefree lifestyle of the Mediterranean's French Riviera, where they will be just at home on the beaches of Nice or the bustling city life of Monte Carlo.

Riviera watches were first launched in 1973 as a sporty, steel on steel, every day timekeeper. That history has fed into the current bestselling collection, which combines avant-garde '70s design with today's fashion for boardroom to beach wearability.

There are 36mm, 42mm and 43mm sizes in the collection, which has options for both men and women and the choice of quartz or automatic movements.

Top of the line is the Riviera Baumatic edition, housing the in-house Baumatic movement launched by Baume & Mercier in 2018. The automatic movement, with a silicon balance spring, has five-day power reserve, a daily precision of -4 s / +6 s, and a magnetic resistance of 1500 Gauss.

The Baumatic Riviera is available with a smoky blue decorated sapphire dial on an integrated steel bracelet, or with a gray dial in combination with a black leather strap.

In the 42mm range there are automatic watches with textured dials that will make some think of mountain tops and others think it looks like a choppy ocean. They have bold applied hour markets with Roman numerals at 6 and 12 o'clock. Swiss made quartz or automatic movements are available in 36mm models with blue or silver dials.

New for 2022 is the 42mm grey-hued Riviera 10660 with a steel case, titanium bezel and a slate dial that can be worn on interchangeable steel or gray rubber straps. It retails for £2,550.

Also revealed at Watches and Wonders in March was the Riviera 10702 with a smoky gray sapphire dial, offering a view of the gear trains of the Baumatic manufacture movement, and an integrated steel bracelet. It is on sale for £3,190.

Imports rise while watch retail sales fall

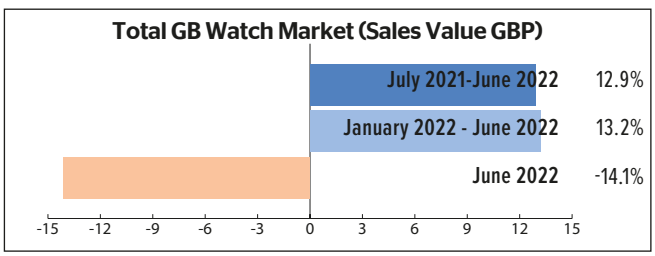
MAPPING SWISS WATCH EXPORT FIGURES IN JUNE ONTO RETAIL SALES REPORTED BY GFK REVEALS THAT SUPPLIES IN THE CHANNEL MUST BE RISING FOR A SECOND MONTH IN A ROW AS WHOLESALERS AND RETAILERS RESTOCK.

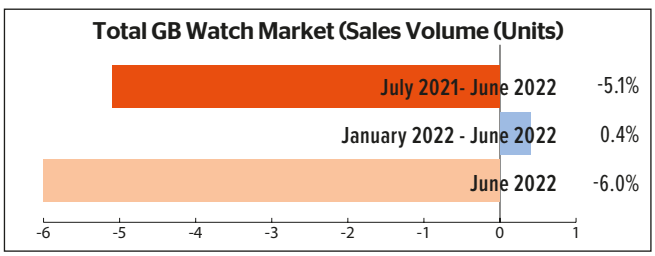
For the second month in a row, imports of Swiss watches into the UK are rising while store sales are falling. Retail sales across Great Britain fell by 14.1% in June, an acceleration on the 6.7% year on year drop in May. Over the same May and June period, Swiss watch exports to the UK rose by 37% and 29%.

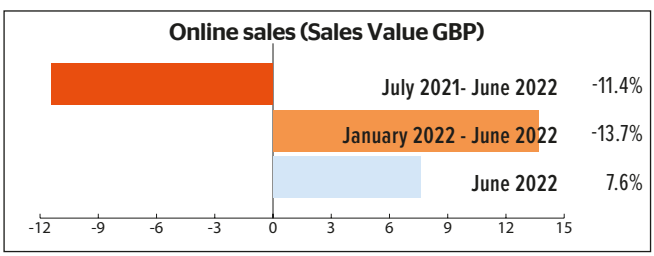
Unit sales dropped by 6% in June and the average transaction value fell by 8.7%. A sudden drop in sales for the most expensive watches, priced at over £10,000, appears to be a major contributor. This price point has been incredibly strong over the past year, up 12.7%, but in June, alone, sales of £10,000+ watches dropped by 20.5%. This could be an early sign that changes to VAT rules as part of the Brexit agreement are starting to bite. Watches bought by visitors from outside the EU used to be able to instantly claim back the 20% VAT they pay on goods bought in this country. This is no longer the case.

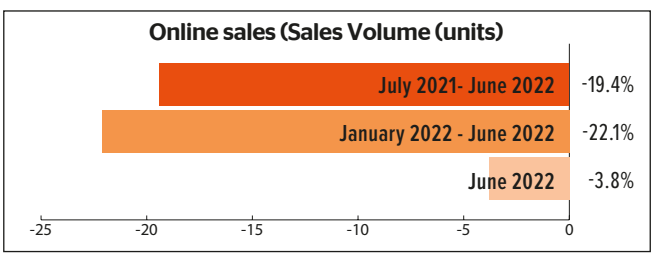
British retailers have successfully increased sales to domestic customers to compensate for any shortfall from tourists, so evidence that the VAT change is impacting sales is not clear. Retail sales in London, the biggest tourist market, dropped by 10.1% in June while the fall in the rest of Great Britain was steeper at 19.5%.

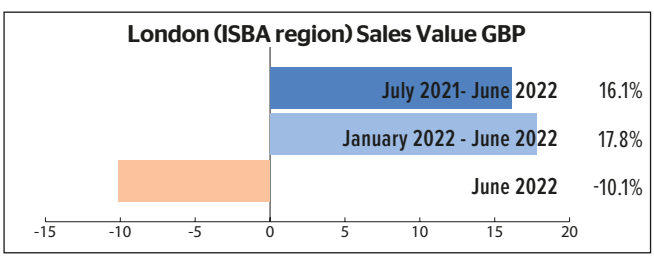
This data is supplied by GfK, the UK's leading analyst of retail performance and consumer confidence. For information please visit www.gfk.com

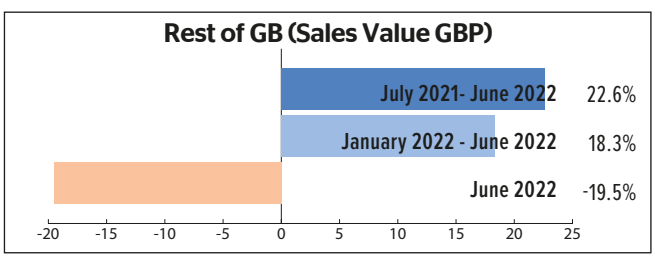




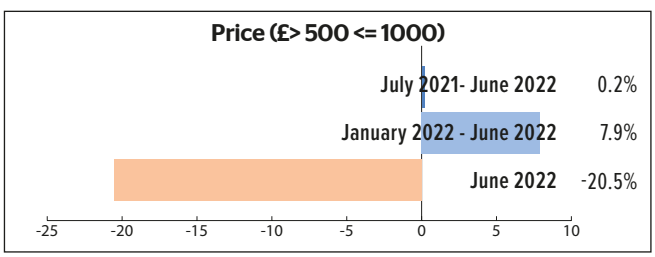


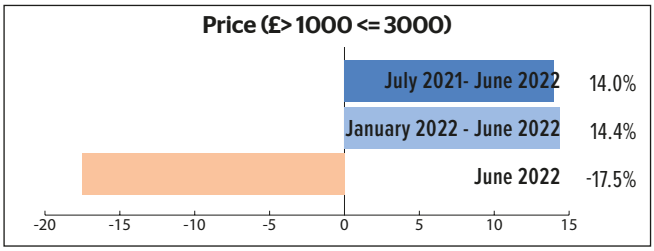


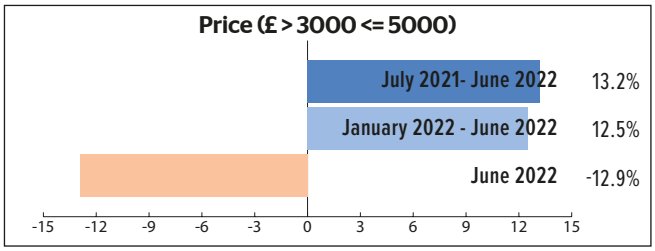


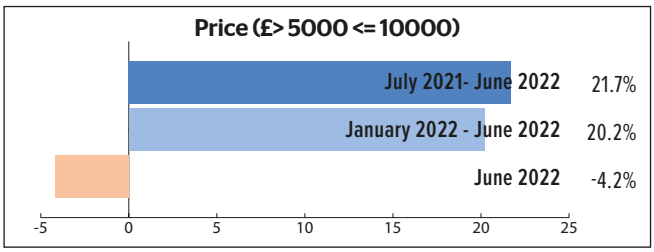




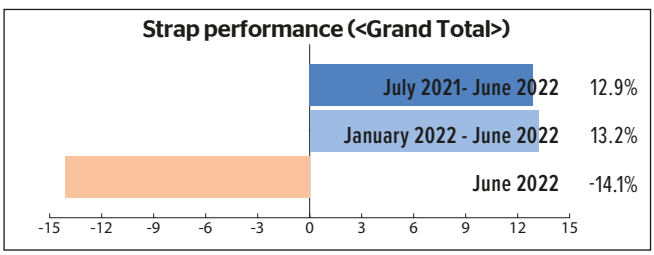


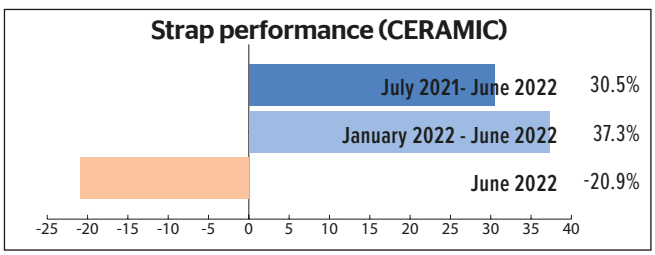

Price (£> 1000 <= 3000)
July 2021- June 2022
14.0%
January 2022 - June 2022
14.4%
June 2022
-17.5%
-20 -15 -10 -5 0 5 10 15

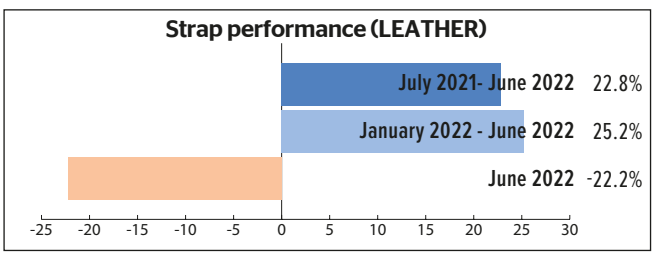

Price (£ > 3000 <= 5000)
July 2021- June 2022
13.2%
January 2022 - June 2022
12.5%
June 2022
-12.9%
-15 -12 -9 -6 -3 0 3 6 9 12 15

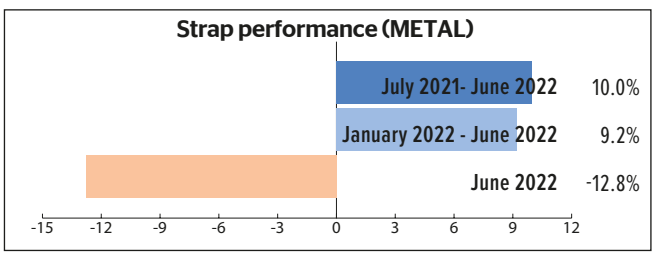

Price (£> 5000 <= 10000)
July 2021- June 2022
21.7%
January 2022 - June 2022
20.2%
June 2022
-4.2%
-5 0 5 10 15 20 25

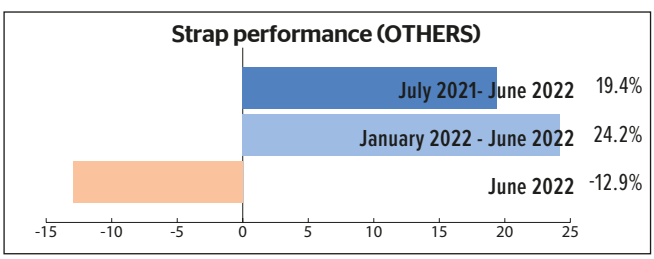

Price (£ > 10000)
July 2021- June 2022
12.7%
January 2022 - June 2022
10.9%
June 2022
-20.5%
-25 -20 -15 -10 -5 0 5 10 15

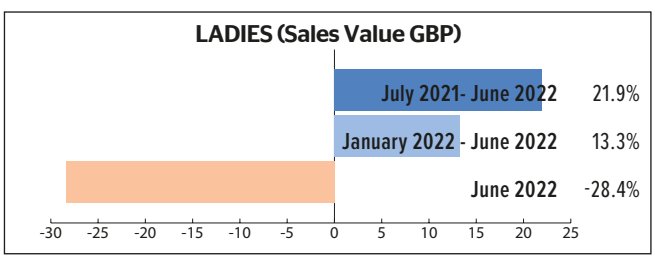

Strap performance (<Grand Total>)
July 2021- June 2022
12.9%
January 2022 - June 2022
13.2%
June 2022
-14.1%
-15 -12 -9 -6 -3 0 3 6 9 12 15

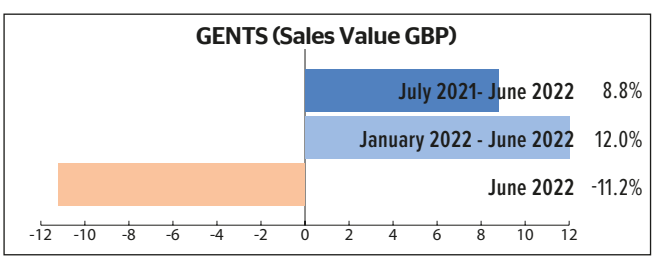

Strap performance (CERAMIC)
July 2021- June 2022
30.5%
January 2022 - June 2022
37.3%
June 2022
-20.9%
-25 -20 -15 -10 -5 0 5 10 15 20 25 30 35 40

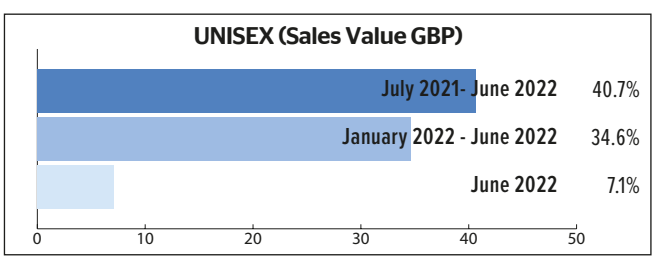

Strap performance (LEATHER)
July 2021- June 2022
22.8%
January 2022 - June 2022
25.2%
June 2022
-22.2%
-25 -20 -15 -10 -5 0 5 10 15 20 25 30

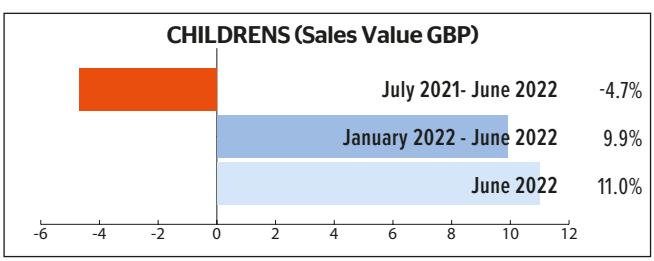

Strap performance (METAL)
July 2021- June 2022
10.0%
January 2022 - June 2022
9.2%
June 2022
-12.8%
-15 -12 -9 -6 -3 0 3 6 9 12

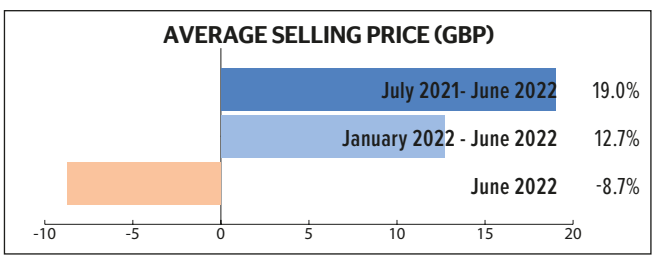

Strap performance (OTHERS)
July 2021- June 2022
19.4%
January 2022 - June 2022
24.2%
June 2022
-12.9%
-15 -10 -5 0 5 10 15 20 25


LADIES (Sales Value GBP)
July 2021- June 2022
21.9%
January 2022 - June 2022
13.3%
June 2022
-28.4%
-30 -25 -20 -15 -10 -5 0 5 10 15 20 25


GENTS (Sales Value GBP)
July 2021- June 2022
8.8%
January 2022 - June 2022
12.0%
June 2022
-11.2%
-12 -10 -8 -6 -4 -2 0 2 4 6 8 10 12


UNISEX (Sales Value GBP)
July 2021- June 2022
40.7%
January 2022 - June 2022
34.6%
June 2022
7.1%
0 10 20 30 40 50


CHILDRENS (Sales Value GBP)
July 2021- June 2022
-4.7%
January 2022 - June 2022
9.9%
June 2022
11.0%
-6 -4 -2 0 2 4 6 8 10 12


AVERAGE SELLING PRICE (GBP)
July 2021- June 2022
19.0%
January 2022 - June 2022
12.7%
June 2022
-8.7%
-10 -5 0 5 10 15 20



THE WISDOM OF DAVID DUGGAN

BASED AT HIS BURLINGTON ARCADE BOUTIQUE SINCE 2002, DAVID DUGGAN IS ONE OF THE WORLD'S MOST TRUSTED NAMES IN VINTAGE WATCH DEALING. HE TALKS TO TRACEY LLEWELLYN ABOUT THE BOOM IN COLLECTING, HIS MOST MEMORABLE MOMENTS AND THE ONES THAT GOT AWAY.

Top: *David Duggan, owner of David Duggan Watches.*

WatchPro: How did you become a watch dealer?

David Duggan: My brother John was a coin dealer in Lancashire and from 1976 on I would spend every weekend working with him, travelling to different towns around the UK. John was a pioneer – he would advertise that we were going to be in a certain area in the best local newspaper from Monday to Thursday. We would then set up camp in the best hotel on Friday and Saturday and people would bring in coins, gold chains, pocket watches – we'd be mobbed.

I did that for seven years, and it gave me great experience, dealing with the public. But John was not as big a fan of pocket watches as I was, so I decided to go out on my own in 1983. After a month, I realised there wasn't a market for pocket watches but I did see that the demand for wristwatches was coming through – even then. I remember being with a jeweller friend and he bought a manky-looking, steel watch for £100. Afterwards I said 'What have you bought that for? Look at it'. And he said, 'Because it's a Rolex. Even in this condition, I will double my money.' So, from there onwards, I started visiting all around the markets – Charnock Richard, Bradford, Stafford, Newmarket, Bermondsey, Camden Town and, of course, Portobello Road.

I went all over the country chasing watches and would scour stalls



that were mainly selling jewellery. I was always after little Rolex Princes, because any piece in a decent condition would fetch easily £1,200. If you could buy a few of those, it was good week's work. Then a dear old Italian friend advised me to stop chasing Rolex and to get into Patek Philippe. And that's what I did in around 1986.

At that time, Daytonas were dirt cheap because nobody wanted them. I remember going to the Birmingham Bullring, where there was a fair once a month. One dealer was always there and he had three watches priced at £350 stuck in the corner of his cabinet and they never moved. The trio consisted of two Paul Newman Daytonas and a Milgauss black dial ref. 1019. Nobody wanted them. Nobody. Everyone wanted steel and gold Datejusts – well, it was the 1980s, they were cool.

WATCHRPO: So how did you go from trawling the markets to life in Burlington Arcade?

David Duggan: Back then, I was selling mostly into the jewellery trade. I knew probably three good jewellers that always wanted to buy from me. I used to have a sports bag packed with a box of diamond rings, a few watches and £5,000 in cash. An old friend told me that I should always have a squash racquet sticking out of the bag, so I did. I think that racquet must have saved my bacon many a time – and I have still never played a game of squash in my life.

I was in London every Tuesday, Thursday and Saturday and I was building my contacts there and that's how I was offered a slot in the Antique Centre on Bond Street – I snapped it up, even though it was the one nobody wanted, downstairs by the toilet and furthest from the action. And that's where I started in 1989, with my late-partner Denise – to be honest, without her I would still be running around with that little sports bag.

Within three years we took a gamble and moved to the front shop and we stayed there for more than 17 years. The landlord became a client and a good friend. One day close to the time the lease was coming up for renewal, he took me to one side and told me that the rents would be increasing from £98,000 to £250,000. He advised me to look for something else.

I miss the Antique Centre, but Burlington Arcade is a bit more glamorous and definitely more secure. We had an open unit before, the first one after the entrance door, and although we never experienced a snatch, it was always a possibility. And at least I've got a business to sell when I retire – although I don't think that will ever happen.

WATCHRPO: How did you source the watches?

David Duggan: I learnt from the coin business that if you advertised big, you got plenty of stuff. For 27 consecutive years, we ran an advert in the Sunday Times in the car section. Watches and cars have always gone hand-in-hand and I knew that every Sunday blokes were looking at the motoring classifieds and dreaming, so for us to say 'we will buy your watch' was perfect placement.

I used to go in all the car magazines – I had an ad in Exchange

Top: *David Duggan Watches store in Mayfair's historic Burlington Arcade.*

DAVID DUGGAN'S TOP TIPS FOR VINTAGE WATCHES TO INVEST IN TODAY



"I love rectangular Patek Philippes but right now they are not selling well and there are some great bargains to be had. Shaped watches have never traditionally been as popular as round ones but that is starting to change thanks to the Royal Oak and Nautilus, and all the fabulous vintage and reissue Cartiers that are creating great interest and selling out."



"I believe there is a lot of mileage in vintage time-only Vacherons – especially the ones with interesting lugs like the Corne de Vache (cow horns). Many of them are a really good size for today, too."



"The same goes for time-only Audemars Piguets from the 1950s and 1960s. Everyone wants a Royal Oak, but the model didn't exist until 1972 and AP has been making incredibly beautiful watches since 1875, right now they can be picked up at great prices."



"I've always been a fan of vintage Longines chronographs. People forget that at the early watch auctions, among the highest priced lots were Longines 30CH chronos from the 1950s. People are cottoning on to how good these are and they are becoming harder to find at good prices."

& Mart every fortnight for 22 years – and took a front-page slot with the Daily Telegraph. We ran in the Daily Mail and in BA's High Life magazine next to the map section. We were spending about £140,000 a year back in the 1990s. Print advertising made a huge difference to our business.

Business was a great deal of fun then, because you had a go at everything – Chopard, Longines, Omega, IWC, Jaeger-LeCoultre. Today it is nowhere near as exciting in comparison because we are mainly dealing with Rolex and Patek Philippe, plus a few pieces from Cartier, Vacheron Constantin, Breguet, F.P. Journe and Richard Mille.

Eventually the Sunday Times wanted to move me into the glossy magazine section which wasn't quite the same. And then around 2005, the internet boom happened and I realised that, beyond print, we had to get a good website.

WATCHRPO: By this time, was watch collecting was a big thing?
David Duggan: No, not yet. In the 1990s old Patek Philippe world timers that sell for £2m now could be picked up for £60,000. A Nautilus would be about £1,250.

But I clearly remember that early in that decade, the Italian dealers started coming over to London. In those days, the dealers were all men and their wives were wearing steel and gold Submariners. This was 1990/91. The Chelsea girls didn't start doing that until around 2015. I'm telling you, the Italians were a good 25 years ahead of us. That's why I love them. Those Italian boys and girls have real style. They used to come over and come to me on Friday afternoon, and then go to Portobello Road on Saturday – back then you could still pick up Pateks on Portobello.

In 1989, there were only about four of us that were full-on, VAT-registered watch dealers in the UK. And then of course, through the 1990s, word started spreading. People would come to our little unit on Bond Street, see how busy we were and think, 'this is the game to be in, not jewellery'. But we had a great run in the 1990s and right through to 2007.

WATCHRPO: What have been the biggest changes in dealing?
David Duggan: I think the first change came with the advent of the internet – about 1998 – and it just seemed to explode. Osvaldo Patrizzi was the first guy to take advantage of the new interest. Before him an auction catalogue held just the basic information but he changed all that, beefing it out and adding glamour. And then Aurel Bacs came along in the early 2000s, making watch selling a spectacle. What a showman.

So, the internet caused a small explosion, but the big bang really came with covid. Suddenly a lot of people were given a lot of money by the government. There was nowhere to go to spend it and the banks were not paying any interest so, for some, the gambler's instinct kicked in. People who had never been interested in watches before treated themselves to one then quickly sold at a profit and kept going like that.

WATCHRPO: And that brought a new way of selling, too?
David Duggan: I've been in the game for 47 years and of all the dealers I've met, there aren't many that I fully trust. People often come to us and say 'this is a very old-fashioned set-up but we feel comfortable'. Old fashioned values are few and far between – simple things like honouring offers that you make and paying immediately and on the spot. I was told back in the 1980s to get people into the shop with an offer but to always give less money when you have the watch. I used to travel from the north of England to London and when this happened to me it was painful.

I think there is sometimes a lack of respect and a kind of arrogance. I like humility and I appreciate people who have learnt their trade, paid their dues and deal in a very straightforward manner.

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1970 Paul Newman Rolex Cosmograph Daytona, listed on the saleroom.com by Bonhams



Above: *Entrance to the Victorian Burlington Arcade in London.*

WATCHRPO: What are some of the most memorable pieces you have had through your hands?

David Duggan: There have been so many great pieces like the Patek Philippe-Asprey chronograph ref. 2499 first series. I paid £55,000 for it. A good friend saw it and wanted it but I told him that I already had a client that I thought would go to £75,000. He looked at it and put it in his pocket. I said 'what are you doing?' and he said 'I've bought it. I'll give you £75,000'. I only had the watch for 10 hours and, for the next 10 years, I tried to buy it back. Ten years later he came to me and said, 'I've got to put the kids through university, so let's have a deal' and I bought it back.

This was 2006. Alex Barter at Sotheby's London looked at it and found that it had 'Asprey' engraved inside the case as well as on the dial, which is rare and he persuaded me to put it in the next big watch auction. On the day of the sale, I got a call at 4pm from Alex. His voice was trembling and he said, 'Mr Duggan, you've just broken the world record at Sotheby's for the sale of a wristwatch: CHF2m'. That was the only result I have ever had at auction. [The watch sold again at Sotheby's in 2018 for CHF4m.] On another occasion in the 1990s, a man came into the shop and asked if I was interested in buying a 'brand-new' Rolex Prince. I told him that they were all made in the 1930s and there is no such thing as a new version. He reached into an old doctor's bag that he was carrying and it was like opening the door to the tomb of Tutankhamun.

The first thing he pulled out, I nearly said, 'that's a fake' because the box was brand new. I opened it and there was a brand-new guarantee and a brand-new Prince with a brand-new spare strap. I looked at him and he said, 'would you like to see another one?' I opened the box he handed to me and there was a brand-new silver Prince. He said, 'do you want to see another?' This time an 18-carat, straight-sided model. So, I bought all three and, as he left, he told me he would be back in a few weeks. When he came back, I bought another three, including a striped 18-carat piece that you could shave on. It's original price of 19 guineas was still on the box. I really wish I'd kept it.

It turns out the client's grandfather had owned a jewellery shop in the 1930s and when anything really good came in, he would put it to one side and say, 'that will be for my grandsons' inheritance. He brought all sorts of stuff in – Georgian silver tankards, stamp collections, banknote collections. Wonderful. I went on a lovely adventure with him. We still exchange Christmas cards.

WATCHRPO: And what's 'the one that got away'?

David Duggan: Stella dials were one of my early discoveries. I was buying the blue, mint and pink versions that nobody wanted. If dealers had them, they were getting them painted champagne so they could sell to the Chinese market. It was wonderful. You know, when you're buying something that nobody wants, you can get it at the right price. I had a contact that was buying them from me but when I lost him, I started repainting the ones I had too.

There is one that really stings though. A friend and client came into the shop one day in 1992 with a steel Patek Phillippe ref. 1518 perpetual calendar chronograph. I trusted the man who brought it in and always bought from him. It looked absolutely right, but I knew that 1518s were only ever made in gold. He wanted £22,000 for it and that was a lot of money then so I hesitated.

I thought about it for an hour and rang another friend of mine for advice. He told me that, in fact, Patek had made four examples in steel. I immediately rang my client, but he had literally just sold the piece to a local dealer. Today that piece would fetch $10-11m.

WATCHRPO: You've had a lot of high-profile clients over the years?
David Duggan: Many politicians, sportsmen, musicians and actors, but we never talk about any of our living clients. One that I remember well and very fondly, however, is Cilla Black. She loved Cartier watches and always came to see me at the end of the day after a champagne lunch and say, 'Hello, Chuck. Have you anything to show me today?' She was great fun. Happy days.

WATCHRPO: Away from vintage, you are an authorised Tudor dealer?
David Duggan: Yes, we are the only pre-owned store to have AD status in the UK. When I saw the Black Bays in Basel in 2012, I thought they were vintage. I offered right there and then to become a dealer. In 2016, I was invited to a Rolex event and I met the new UK Tudor brand manager. I told him the story and it appealed to him and within six months we had a dealership.

I really believe they are the best value watch on the market. The Black Bay has made Tudor very cool – and getting David Beckham as an ambassador was a real coup.

WATCHRPO: Do you have any tips for buying vintage today?
David Duggan: One good tip, is to buy what nobody wants at the moment. I love rectangular Pateks but right now they are not that popular. I think there is a lot of mileage still in vintage time-only Vacherons and Audemars Piguets from the 1950s and 1960s. And I've always been a fan of vintage Longines chronographs, but people are cottoning on now.

I also love an alarm watch – particularly the Vulcan Cricket. With many modern alarm complications, you need the ears of an owl to hear them, whereas a Cricket will have you up and out of bed in a flash.

WATCHRPO: Do you think the vintage marketplace is cooling?
David Duggan: It definitely is, for a number of reasons – the war in Ukraine, the labour shortage caused by Brexit that is pushing up pay, and the ups and downs of Bitcoin are all playing their part.

But it is still an incredibly strong market and I will buy second-hand Patek Philippes and Rolexes all day long. I would rather have my money in a good second-hand Patek with box and papers than have it in the bank.





BEACH-READY WRISTWEAR

TRACEY LLEWELLYN PREPS FOR HER SUMMER HOLIDAY WITH A LOOK AT THE BEST DIVE WATCHES ON THE MARKET TODAY.

From James Bond to Prince William, David Beckham, Ellen DeGeneres, Sylvester Stallone and Ed Sheeran, no watch lover's collection is complete without the obligatory dive watch. But with deep-sea diving, SCUBA and even snorkeling taken up by only a few – and then usually only for a couple of weeks a year – how can the ubiquitous fascination with the water-bound tool timepiece be explained?

John Robinson, managing director of British luxury jeweller David M Robinson says: "Most watch collectors have a diver's piece that takes pride of place in their collection. Whether selected for function to use in professional diving or simply chosen for aesthetic reasons, timepieces designed to withstand the pressures of the deep have long been an iconic addition to some of the world's greatest brands.

"Many of the most notable references in history have been designed for professional diving and many remain just as popular today, crossing price brackets to satisfy a mix of collectors. If we consider some of the most sought-after collections in the world of watches, we think of the Rolex Submariner, the Tudor Pelagos and the Omega Seamaster, all proving the impact of diver's watches on the industry."

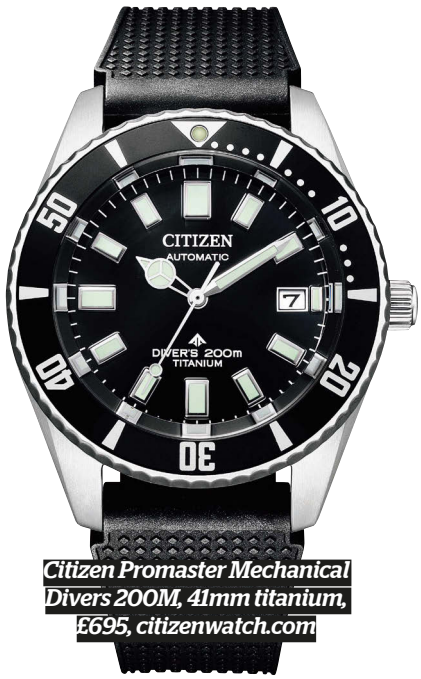
Mark Toulson, head of watch buying at the Watches of Switzerland Group points to the fact that many of the most coveted models today began their life as military tool watches. In answer to why they are so loved, he says, "because they are simply very good timepieces. The designs have to be extremely durable to cope with the extreme conditions of the ocean, as well as often holding an impressive power reserve and, of course, water resistance.

"These complications are vital for diving, but they are still highly useful for every day. Diver's watches are intended to be read underwater, so the dial design must be clear and uncluttered, with luminescence for reading in poor light. When paired with the precious metals and special alloys these pieces are crafted from, the result is a robust yet attractive watch with a reliable movement. What's not to love?"

Made by the majority of brands and at almost every price level, dive really is a category that provides something for everyone



Alpina Seastrong Diver 300 Heritage, 42mm steel, £1,495, alpinawatches.com



Citizen Promaster Mechanical Divers 200M, 41mm titanium, £695, citizenwatch.com



Bulova Mil-Ships-W-2181 Submersible Reissue (non-limited edition), 41mm steel, £599, bulova.com

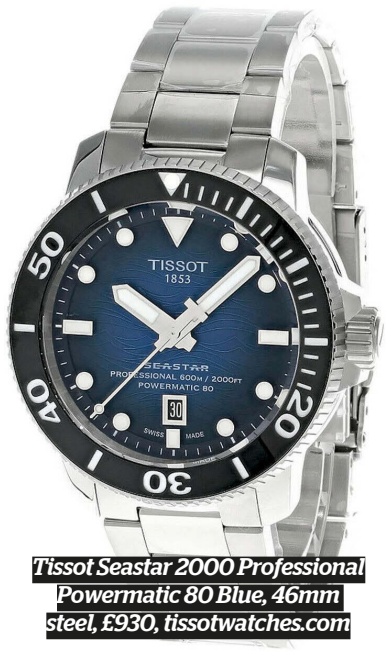
SUB-£1,500 SNORKELERS



Elliot Brown Bloxworth Heritage Diver, 40mm steel, £650, elliotbrownwatches.com



Christopher Ward C65 Aquitaine GMT, from £1,265, 41mm steel, christopherward.com



Tissot Seastar 2000 Professional Powermatic 80 Blue, 46mm steel, £930, tissotwatches.com

SUB-£1,500 SNORKELERS



Certina DS Super PH500M Sea Turtle Conservancy, 43mm steel, £770, certina.com



Hamilton Khaki Navy Frogman Automatic, 46mm steel, £1,035, hamiltonwatch.com



Raymond Weil Tango 300, 42mm steel, £1,095, raymond-weil.com



Seiko Prospex Glacier 'Save the Ocean' 1970, 42.65mm steel, £1,200, seikowatches.com



Timex Waterbury Dive Automatic, 40mm steel, from £255, timex.com



Spinnaker Spence 300 Automatic, 40mm steel, £500, spinnaker-watches.com



Ball Engineer M Skindiver III Beyond, 41.5mm steel, £3,050, ballwatch.ch



Bell & Ross BR 03-92 Diver Brown Bronze Limited Edition, 42mm bronze, £3,900, bellross.com



Breitling Superocean Automatic Turquoise, 44mm steel, from £3,750, breitling.com

£1,500-5,000 SCUBAS



Doxa SUB 300 Carbon Whitepearl, 42.5mm carbon, £3,790, doxawatches.com



Eberhard & Co. Scafograf 200 DLC, 43mm DLC-coated steel, from CHF 3,750, eberhard-co-watches.ch



Longines Legend Diver Bordeaux, 36mm steel, £2,060, longines.com

£1,500-5,000 SCUBAS



TAG Heuer Aquaracer Professional 300, 43mm steel, £2,700, tagheuer.com



Omega Diver 300M on bracelet, 42mm steel, £4,840, omegawatches.com



Oris New York Harbor Limited Edition, 41.5mm steel, £1,975, oris.ch



Rado Captain Cook Automatic Chronograph, 43mm bronze, £4,090, rado.com



Tudor Pelagos FXD, 42mm titanium, £3,090, tudorwatch.com



Marathon Jumbo Diver Automatic (JDD), 46mm steel, £1,840, marathonwatch.com



Audemars Piguet Royal Oak Offshore Diver Navy Blue, 42mm steel, £23,100, audemarspiguet.com

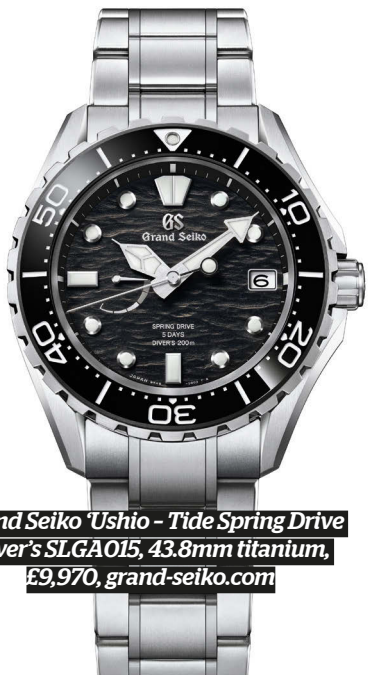


Blancpain Fifty Fathoms Bathyscaphe Quantième Complet, 43mm red gold, £24.900, blancpain.com



Carl F. Bucherer Patravi Scubatec Maldives, 44.6mm steel, £5,100, carl-f-buchereer.com

£5,000+ DEEP DIVERS



Grand Seiko 'Ushio – Tide Spring Drive Diver's SLGA015, 43.8mm titanium, £9,970, grand-seiko.com

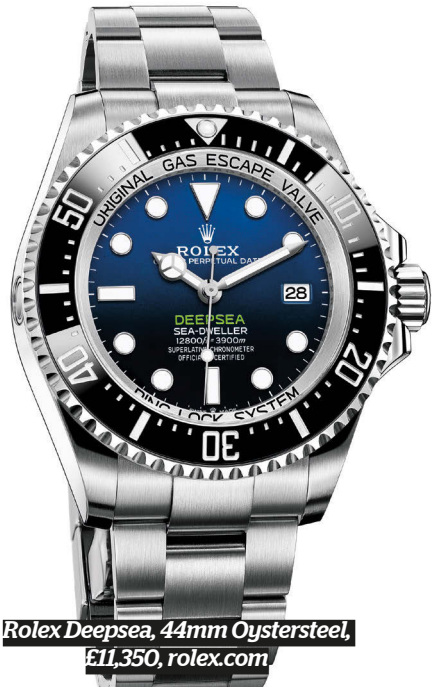


Jaeger-LeCoultre Polaris Mariner Memovox, 42mm steel, £15,900, jaeger-lecoultre.com



Ulysse Nardin Diver Chronograph 'Great White', 44mm titanium, from £11,070 (with tang buckle), ulysse-nardin.com

£5,000+ DEEP DIVERS



Rolex Deepsea, 44mm Oystersteel, £11,350, rolex.com



Panerai Submersible QuarantaQuattro eSteel Verde Smeraldo PAM01287, 44mm recycled steel, £9,300, panerai.com

VINTAGE & PRE-OWNED

While there is a plethora of new retro-styled dive watches on the market that all boast the advantage afforded by modern technology, for some the original will always be the best. Here are three vintage divers that were available online at the time of going to press.

eBay
Blancpain Vintage Fifty Fathoms Aqua-Lung Diver Watch, $28,595.



In the 1950s, an elite unit of the French Navy set out to make their own diving watch, resulting in a partnership with Blancpain and the origins of the Fifty Fathoms. Civilian versions were originally sold in Jacques Cousteau's Aqua-Lung stores and, therefore, feature the name on the dial. This example features a stainless-steel case with black dial and self-winding movement.

Chronext.co.uk
Rolex Submariner No Date ref. 5513, 1987, £11,060



The archetype of a dive watch – or indeed of any tool watch – a new Submariner, in any version, is all but impossible to buy at retail without a substantial wait. But for a premium, the waiting list can be by-passed. And, if you don't mind the battle scars that come with a bit of age, then the prices can still be quite reasonable.

Watchmaster.com
Omega Seamaster PloProf 1200, 2010, €9,460



With this 55mm monster, there is no doubt of the intention, PloProf standing for 'Plongeur Professionnel' (Professional Diver). Introduced in 1971, the look may be vintage but the execution is pure high-tech.

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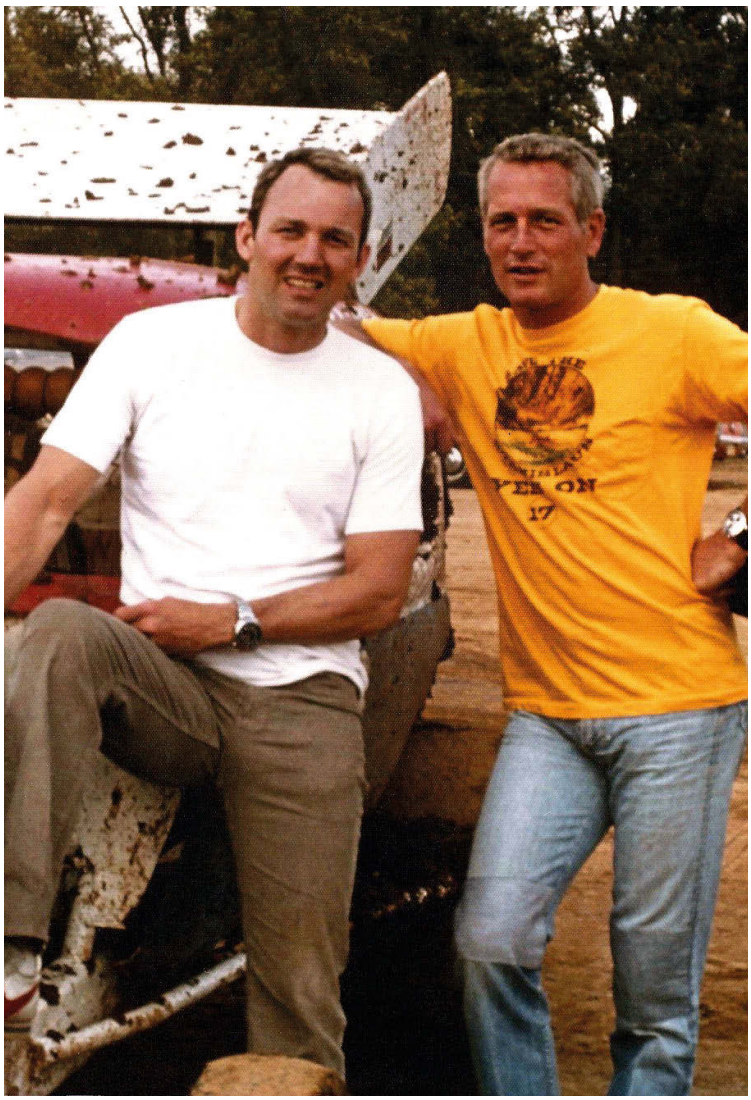
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PAUL NEWMAN'S OTHER DAYTONA

STOCK CAR RACER AND HOLLYWOOD STUNTMAN STAN BARRETT SET OUT TO BECOME THE FIRST PERSON TO BREAK THE SPEED OF SOUND ON LAND IN 1979, TRAVELLING AT MORE THAN 700 MPH IN THE BUDWEISER ROCKET CAR. SIMON DE BURTON FINDS OUT WHY THE PAIR OF STEEL ROLEX WATCHES WORN DURING THE ATTEMPT COULD REALISE MORE THAN $600,000 WHEN THEY CROSS THE BLOCK AT SOTHEBY'S IN DECEMBER.



Above: *Friends Stan Barrett with Paul Newman at the stock car racing track*

During the final run at Edwards Air Force Base in California on 17 December 1979, Stan Barrett wore the Cosmograph Daytona and GMT-Master. Afterwards, he was presented with a gold GMT-Master by August Busch, CEO of Anheuser-Busch, the main sponsor of the Budweiser Rocket Car and 'Project Speed of Sound'.

That watch will also be auctioned and could realise $100,000, with a percentage of the money from the sale of all three pieces going to a Ukraine children's charity that Barrett has supported since 1987.

But the estimates for the two steel watches could prove conservative – because both were given to Mr Barrett by Hollywood idol Paul Newman, his best friend of 40 years and the godfather to his sons: NASCAR racing driver Stanton and television producer David.

As is well known, a Rolex Daytona gifted to Mr Newman by wife Joanne Woodward remains the most expensive wrist watch ever auctioned following its sale for $17.7m at Phillips New York five years ago. As a result, any Rolex with a connection to the Hollywood legend is now deemed ultra-valuable – and the latest two to come to market should be no exception.

Although 18 years Mr Newman's junior, Mr Barrett formed a close relationship with the star after working as his main stuntman on numerous films, starting with Sometimes a Great Notion in 1971. Barrett was particularly well suited to the job due to his remarkable resemblance to Newman.

Speaking by telephone from his Bellevue, Idaho, home in an exclusive interview for WATCHPRO, Mr Barrett said that Mr Newman had given him the Daytona watch immediately on hearing about the proposed record attempt. "We were at his home in Connecticut and he just went upstairs and came down with the Daytona. He could be very funny about me having the right watch to wear, and was always extremely generous.

"About four years earlier, after he had given me the GMT-Master, I bought the same model for my father – but it got stolen. The next

thing we know, my father receives a replacement from Paul in the mail."

Insatiable horophile Mr Newman gifted several watches to Mr Barrett throughout the friendship, including a Breitling Navitimer. "That time I had arrived at his house without a watch on," recalls Mr Barrett. "Again, he went upstairs, and came down with this Breitling – and when he handed it over to me he said 'Stan, be careful where you wear it. It was a present from Bruce Willis'."

But it is the Rolex GMT-Master and Cosmograph Daytona now up for sale that are more interesting – not least since the former is tipped to realise $50,000-100,000, while the latter could achieve as much as $500,000.

While Mr Newman was photographed trying the Budweiser Rocket Car for size during practice sessions at Bonneville Salt Flats earlier in the year, he refused to watch the run proper. "Paul called me after the Bonneville runs – during one of which the car's canopy blew off at 600 mph – and he said 'Stan, look, I want to support you, but everyone says you aren't going to make it. And I don't want to watch you die'," recalls Mr Barrett.

To keep Mr Newman by his side in spirit, Mr Barrett strapped both gifted watches to his left wrist – and that is where they remained while he drove the rocket car to an unofficial 739.66 mph; a speed that, if accurate, would have made him the first person to break the sound barrier on land.

But the record remains disputed due to the radar scanner being faulty, the fact that Mr Barrett only completed one run and because no one heard the tell-tale sonic boom that usually accompanies the sound barrier being broken. All the same, no one else came close to the 700 mph mark for another 18 years until Andy Green drove Thrust SSC to 713.990 mph at Black Rock desert in September 1997, and then to 760.343 mph the following month.



Sotheby's watch specialist Jonathon Burford says the watches relating to the Budweiser Rocket Car run will appeal to a wide range of collectors. "They are not simply watches, but a part of American history the like of which won't be seen again," he told WatchPro. "All three were part of a moment in time that epitomises a spirit of adventure that was so prevalent in America during the 1970s – and they will appeal to everyone from watch purists to motorsport fans and Hollywood memorabilia collectors.

"We have estimated them at what we believe to be realistic levels, but we do believe they are sufficiently significant to attract very strong bidding," he added.

Mr Barrett says he wore the two steel watches regularly and often for more than 30 years, as did his son, Stanton – until they saw the huge price realised by 'Newman's own' Daytona back in 2017.

"When I saw how much that one sold for I decided that maybe it wasn't such a smart idea for us to keep wearing the watches that Paul had given me," he said. "I'll be very sad to see them go, but it feels like the right thing to do. I'll probably give around 30 per cent to the charity Slavic Gospel that I have worked with for the past 35 years and use the rest to pay-off my property loan".

And unless Mr Barrett has a very large loan, we suspect there might be some left-over.

The sale of the Stan Barrett/Paul Newman Rolex watches will take place at Sotheby's, York Avenue, New York on 6 December 2022. More details available soon at sothebys.com. All three watches will be on show with RM Sotheby's during Monterey Car Week, which runs from 12-21 August.



Above: *Three Rolex watches from Stan Barrett are being auctioned by Sotheby's in December.*

The Budweiser Rocket Car that unofficially broke the sound barrier on land for the first time.



Chopard co-CEO Karl-Friedrich Scheufele.

CHOPARD FLYING HIGH

IT IS 25 YEARS SINCE CHOPARD UNVEILED ITS FIRST WATCH WITH AN IN-HOUSE MOVEMENT AND PRODUCTION AT ITS ALPINE MANUFACTURE IS NOW UP IN THE REGION OF 50,000 CALIBRES PER YEAR. THAT SHOULD BE A BIGGER STORY, GIVEN THE QUALITY OF THE FACTORY'S OUTPUT, BUT IT TOOK THE RECENT LAUNCH OF THE SPORTY ALPINE EAGLE TO REALLY CATCH THE EYE OF THE WATCH INDUSTRY AS CO-CEO **KARL-FRIEDRICH SCHEUFELE** TOLD **ROBIN SWITHINBANK** ON A MOUNTAIN TREK TOGETHER.

High in the mountains above the Swiss town of Gstaad, Karl-Friedrich Scheufele is talking about Chopard's numbers, which, he says, are climbing. New peaks are on the horizon.

"We had a very good 2021," says the company's co-president, keeping from the mid-summer sun under the boughs of a vast sycamore tree. "And 2022 is an even better year. Let's say we are 10-15% ahead of 2021. We are basically just about at par with 2019."

Much of that growth, continues Mr Scheufele, is down to the success of the Alpine Eagle, a luxury sports watch that Chopard introduced in 2019. When it launched the collection, which is based on Mr Scheufele's own St. Moritz design of 1980, the company had targeted 2,500 pieces in year one. "Our plan is to reach around 8,000 to 9,000 in 2023, and definitely 10,000 the year after," he says.

The irony is not lost on him. Mr Scheufele initially waved the Alpine Eagle away when it was proposed to him by his father and son, Karl and Karl-Fritz Mr Scheufele. Three generations of one billionaire dynasty are never likely to see eye-to-eye on everything, but one thing they now agree on is that the Alpine Eagle is reinvigorating the Chopard story.

The model's ascent has also cast fresh light on the 25th anniversary of Chopard's in-house movement programme, which began in 1996. The first Chopard watch with an in-house movement, the L.U.C 1860, came out a year later. Mr Scheufele calculates Chopard has invested "tens of millions" of Swiss francs in movement manufacturing. "Yes, it's been worth it," he says. "[At the time] it was totally unusual, but I really believed right from the beginning that to have the credibility we needed to invest in our own manufacture facilities."

Back then, the rush towards so-called manufacture status, whereby brands invest in developing and producing their own "in-house" movements, had yet to begin. The sting of the quartz crisis had not worn off completely, and most brands were still entirely reliant on third parties, chiefly Swatch Group's specialist movement manufacturer ETA.

But credibility has been a long time coming. In the 2000s, then Swatch Group boss Nicholas Hayek announced he wanted to reduce supply of ETA

movements to his competitors, prompting a litany of brands outside the group to plough huge sums – of borrowed money – into building manufacturing facilities. Chopard's move had been prescient, but it was quickly one of many.

It hasn't helped either that for years, the company's watchmaking division has relied heavily on sales of its Mille Miglia watches, by-products of Chopard's sponsorship of the famous classic road race. More than three decades since the partnership began, the company is still making some of these entry-level watches with third-party movements such as ETA's ubiquitous Valjoux 7750.

But their importance to the company is less than it was. Mr Scheufele says 80% of the company's watches now have in-house mechanical movements, even accounting for the fact that around 10% of the portfolio are quartz Happy Sport pieces.

Mr Scheufele cites 20 different calibres and production of 300,000 individual movements, two thirds under the Fleurier Ebauches banner (which has been making higher volume movements since 2007) and the rest made for the brand's high-end L.U.C collection. Small beer by Rolex standards, perhaps, but he's keen to make the point: "We feature a beautiful finish and technically the movements are very sophisticated."

He says Chopard is now making around 40,000 movements a year, which would equate to annual production of 50,000 watches. In its widely respected report published in March, Morgan Stanley estimated 58,000 watches, with turnover of CHF 369 million. But Mr Scheufele, without confirming his company's revenues, describes the figures as "not accurate".

Despite its successes, Chopard remains in the shadows of some of its noisier neighbours. Omega, IWC, Panerai, Breitling and indeed Rolex have advertised their manufacturing capabilities more effectively over the last two decades. That Rolex smelts its own gold is relatively well known, but far less familiar is that Chopard opened its own foundry in 1978, a quarter of a century before the world's most powerful watch company. Its commitment to responsible diamond sourcing and use of "Ethical Gold" has been ahead of the curve, too.

Much of this, no doubt, is down to Mr Scheufele himself. The 64-year-old heir to the Scheufele fortune is a modest, gently sophisticated presence, the polar opposite of some of his attention-seeking peers.

Today, he's wearing a navy-blue shirt, chinos and a pair of well-used hiking boots, symbolic of his passions. Our conversation takes place under a tree, not 20 yards from a secluded 18th century wooden hut that has been turned into a pop-up restaurant for entertaining the press, but that would otherwise be used for feeding cattle (draw your own comparisons).

There's no dry ice, no flashing lights or thumping soundtrack provided by a fashionable DJ, and we're told we can't post the new watches we've just been shown on social because there's an embargo on them until October. It is, for better or worse, an old-fashioned approach. A groan goes up from the gathering of 20 or so press.

Watchmaking though, is not a monoculture. And Mr Scheufele seems entirely at ease with his company's MO, and its progress. "We are masters of our own destiny," he says, referring to the company's continued independence and the control its manufacturing powers give it.

He estimates that a new cycle of lockdowns in China will have knocked business in the territory by 30% – "like everyone else," he says – but notes growth in America, the Middle East, Japan and Europe has more than covered for the losses. If anything, slowdown in China has been a blessing in disguise. "If China would fare the same as last year, we'd have a problem with production," he says with a shrug.

Likewise, he says requests for bespoke pieces – Chopard made an Alpine Eagle with a solid gold case and bracelet for one customer, weighing around 300 grammes – have spiralled. "It's almost becoming difficult to serve all these requests," he says. "We are trying to slow things down a little bit."



Ferdinand Berthoud, Chopard's low-volume sister brand, is having the same problem, with demand far outstripping supply, which remains below 100 pieces a year, he adds.

If there's a disappointment, it's that Brexit and the cancellation of the UK's tourist VAT reimbursement scheme kiboshed his plans to open an Art in Time boutique in London, replicating a concept he introduced in Monaco in 2019. "For the moment it's dead in the water,' he says. "It's a shame. I was really very excited about it. We had the contract on the table and it was going to be in a very nice location in Burlington Arcade. But I scrapped it."

Then he returns to the positive. "With the collection that we offer right now, we offer strong value for money," he says. "We are very well positioned."

Above: *Chopard's Alpine Eagle has transformed its volume watch business since launching in 2019.*

ROGER DUBUIS

EXCALIBUR MONOBALANCIER



Roger Dubuis has been working with Japanese street artist Hajime Sorayama — known worldwide for his Sexy Robot creations — to make a limited edition of its signature Excalibur Monobalancier watch.

On a brainstorming creative meeting in Switzerland, the artist was invited to think the unthinkable for a special version of the Excalibur. The result is a watch described by Roger Dubuis as hyper performing, hyper inspiring, and hyper hypnotic. "The result is modern art for the wrist," the company says.

Roger Dubuis had already modernised the Excalibur earlier this year with a focus on clean cut lines on both case and movement to create a heightened sense of depth on the dial, above which the signature star now levitates freely above the barrel.

Mr Sorayama developed this redesign with his own expressions in the form of more curved lines and a polished titanium finish for the case and bracelet. He also redesigned Roger Dubuis' micro-rotor to create a hypnotising optical illusion as it spins.

Having accepted the radical design, Roger Dubuis watchmakers set about elevating the engineering of the timepiece. They managed to increase the power reserve of the RD720SQ automatic movement to 72 hours while optimizing the micro-rotor to minimize vibrations and doubling the balance wheel inertia to improve stability and make it less sensitive to shocks. Only 28 are initially being made, and go on sale first in Japan before the rest of the world gets a shot.

2022 NOVELTIES

WATCHPRO CASTS AN EYE OVER THE LATEST RELEASES FROM THE WORLD'S LEADING LUXURY AND VOLUME WATCHMAKERS.



TUTIMA GLASHÜTTE

M2 SEVEN SEAS S

In the same month Glashütte Original is embracing the disco neons of 1970s discos, a second watchmaker from the normally conservative German watchmaking village has thrown off Soviet-era conformity in the form of Tutima Glashütte releasing a version of its M2 Seven Seas S line with a spectacular yellow to black dégradé dial.

The 40mm steel watch comes with a matte black finish to its case and black ceramic unidirectional bezel to ensure maximum impact is made from the yellow centre of its face.

Tutima is using its Calibre 330 to power the three-hand with date timepiece. The watch combines practicality with comfort thanks to a strap with a rubber underside and a leather upper with green stitching. It is on sale now for $1,980 (approx. £1,825).

GRAND SEIKO

44GS 55TH ANNIVERSARY LIMITED EDITION

1967 was an important milestone on Grand Seiko's journey to create the perfect timepiece. It was the year the watchmaker codified what it describes as the Grand Seiko Style, a set of nine principles that inspire the aesthetic of every piece, and was first encapsulated in the launch of the 44GS.

That year and the 1967 44GS are being celebrated over half a century later in the form of the Grand Seiko 44GS 55th Anniversary Limited Edition. Grand Seiko has given the watch a deep blue dial, which is said to represent the sky on a full moon night above the watchmaker's studio in Shinshu. Its sunray pattern catches the light and recreates the soft sparkle that the moon casts over the landscape, the company says.



The three-hander Spring Drive watch has white gold hour markers and hands, although the seconds hand and GS logo are in gold. It comes in a slim steel case housing a hand wound Spring Drive Caliber 9R31 with 72 hour power reserve. 1,500 are being made. They go on sale in August priced at £6,900 (approx. $7475).



GLASHÜTTE ORIGINAL

CHRONOGRAPH PANORAMA DATE

The German village of Glashütte has typically produced classical complication watches or minimalist pieces in the Bauhaus style. Nomos has added a splash of colour from time to time, but the Glashütte philosophy has been to focus on centuries of horology ahead of chasing modern trends.

Which is why a new collection of Chronograph Panorama Date watches from Glashütte Original, in "Disco Blue and Vibing Orange", is particularly eye-catching. Their dials are inspired by the electrifying style of the 1970s (a time when Glashutte was part of the Soviet Union and the Swiss mechanical watch business was being destroyed by the Japanese), but a swift re-writing of history has the era instantly lifting everybody's spirits, according to Glashütte Original.

Importantly, the new Chronograph Panorama Dates are horologically on the money with hand-crafted automatic movements – finely decorated Calibre 37-02s with silicon balance springs – and vintage styling in the form of the 40mm rounded square cases. They are on sale now priced at £13,100 (approx. $14,200).

MEISTERSINGER

PRIMATIC POWER RESERVE

MeisterSinger watches and their owners have a relaxed relationship with time – eschewing the relentless march of a minutes hand in favour of the barely perceptible passage of the day marked only in hours. That equilibrium may be disturbed by a new indicator on the dial of MeisterSinger's new Primatic series, which carries a prominent power reserve indicator at 6 o'clock.

Might anxiety creep in as the indicator counts down to zero over the 38 hours it takes the watch's Sellita SW270 automatic movement to wind down? Not likely. 38 hours is a long time, and the movement will remain fully powered during any typical day when the watch is being worn and automatically wound.

Everything else on the Primatic is familiar to MeisterSinger fans: its round, polished 41.5mm case frames sunray dials in blue, green, grey and ivory. The needle hour hand reaches all the way to the edge of the dial so that it is easy to tell the time in five-minute intervals. The watch comes on a range of vegan leather straps and is on sale now for £2,190/$2,375.



SKAGEN

JORN GEN 6 HYBRID SMARTWATCH

Skagen is sticking to its plan to make hybrid connected watches that work like analogue timekeepers but with much of the same functionality as touchscreen smartwatches. The latest Jorn Gen 6 Hybrid Smartwatch combines clean, Scandi-style dials with features such as built in Alexa voice commands, an upgraded heart rate sensor with blood oxygen monitoring and a new wellness dashboard to keep all key stats in one place. It works with both Android and iOS smartphones.

The Gen 6 comes in both 38mm and 42mm case sizes with silver-tone, rose gold-tone, charcoal and black case colours. They can be worn on stainless steel mesh, silicone and leather straps. Each style is on sale now for £209/$215 and, unlike power hungry smartwatches, the Jorn Gen 6 Hybrid Smartwatch will keep running for two weeks between charges.



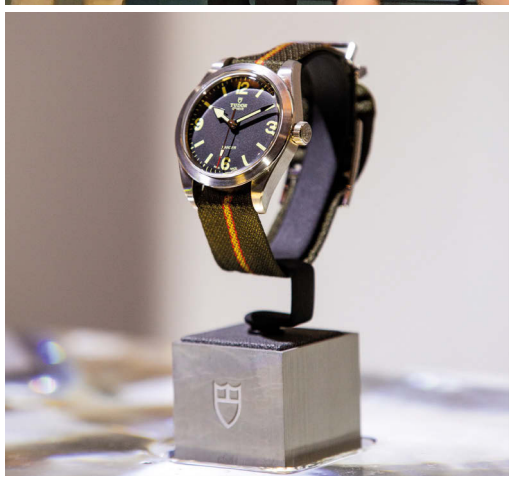
TUDOR RANGER AT TOBACCO DOCK







Tudor brand ambassador David Beckham joined press and retailers at the launch of a modern day explorer watch inspired by a British Expedition to North Greenland in 1952 that used Tudor Prince timekeepers as part of their vital equipment in some of the most hostile conditions on earth. The Tudor Ranger watches were given their world-wide launch at Tobacco Dock in London, where the 13 month expedition to the Arctic set sail precisely 70 years previously.











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COMMENTS & COMPLAINTS

Where is MoonSwatch's magical mystery tour heading?
What's the f***ing point of them touring in the uk if they stick to London where there's already 2 stores. How about Leeds, Manchester, Sheffield, Liverpool, Birmingham, Leicester, York, Nottingham?
— Mark Rush

Rolex's "Exhibition Only" watch displays are driving customers online
Of course they do not operate on a first come first served basis. Rolex are a pain to deal with as an AD. They push you around any way they want and you are obliged to take it. The only advantage, as Rolex will make clear to them, is that there is money for them to make on other stuff when they have Rolex customers in the store wanting 'hard to get pieces'. Why would they give their only advantage away for nothing?
— Simon Jessup

Rolex (and Patek) have become nothing more than the bait in a bait-and-switch sales tactic for most of these ADs. Draw customers into stores by aggressively advertising a brand they know they can't sell, then push sales of everything else because they have no stock. Exhibition-only pieces are a different matter altogether. I learned last week that these pieces are on a rotation. If you have a specific piece you wish to view, the AD might not have it. You'll have to check back periodically just to see if they have it. What is the point of an exhibition piece when the wait time for a piece could exceed 10 years? Will that piece even be available in 10 years, or will Rolex discontinue it?
— Adam

Swatch Group CEO dashes hopes that MoonSwatch will be sold online
You are all falling for market hype 101. Supply and demand. Sony & Microsoft do the same with consoles with great effect so Swatch are doing the same.
— Woyam

Look, try, leave — the 'exhibition only' watch phenomenon
I've been victim more than once of "purchase history" fleecing attempts. The concept that you can sell a ton of watches off the back of a customer's wants. Even better, if you're like Watches of Switzerland, you can be secretive about your qualifying criteria, and suggest that buying watches from a different brand will go towards your Rolex GMT availablity. The best part is stores don't even check other branches for availability anymore, why would they? If they can get you on a waitlist, they can develop your purchase history to line their pockets. This needs to stop. The manufacturers need to stop it, but we all know they won't.
— John Sampson

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VULCAIN

MANUFACTURE DEPUIS 1858