* Identifying and Valuing luxury Watches

Geoff Parker
San Jacinto Chapter 139

- *Mechanical
- *Automatic self winding
- *Quartz
- *And a few other subcategories like
 - * Solar
 - * Kinetic
 - * Hybrid auto/quartz
 - * Spring Drive

*What kinds of wrist watches are there?

- * What's in a name?
 - * Some brands are more collectible than others!
 - * Raymond Weil and Bijoux Turner are not the same!
 - * A Tourbillon and a visible escapement are not the same!
 - * Unbranded Homage watches are perfectly legitimate
- * Where did it come from (are you sure?)
 - * Swiss
 - * American
 - * Asian
 - * Japanese
 - * Russian
 - * Others

Guess who makes Michael Kors Watches? Guess where Fossil watches come from?

Plentiful as the stars in the skies and the fish in the sea...

- * The main manufacturers and owners of the Swiss watch industry are
- * <u>Swatch Group</u> (Swiss corporate group)
- * Richemont Group (Swiss conglomerate)
- * LVMH Group (French corporate group/conglomerate owns several Swiss brands)
- * Franck Muller Group
- * Kering Group
- * Movado Group
- * Festina Group
- * The Independent Brands.
- * See this article by Alexander K. https://swissdiverswatches.com/blog/what-companies-own-the-major-swiss-luxury-watch-brands

Know who the "holy Trinity" of Swiss watchmakers are?

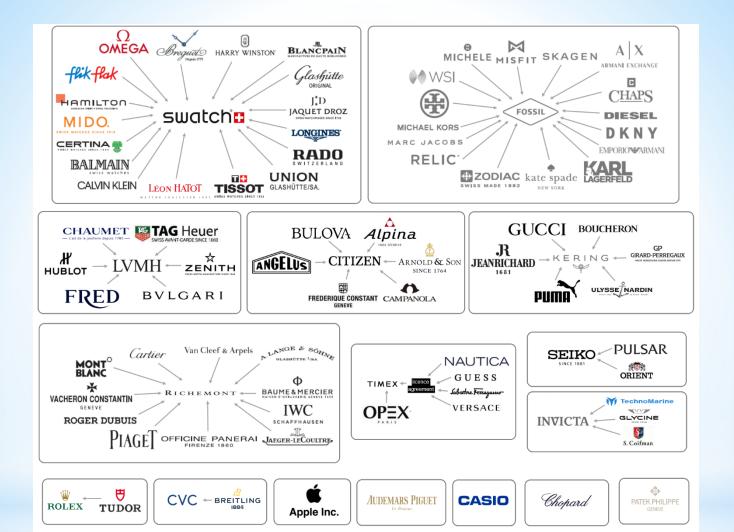
Audemars

Piguet, Patek

Philippe and

Rolex

*These are the most influential and prestigious Swiss Watch Corporations and Brand Owners



*Hard to believe, isn't it?

*Asking the critical questions:

- *1. Time-Keeping running well?
- *2. Ownership History
- *3. Service History
- *4. cosmetic condition
- *5. Originality 1970 Rolex Submariner story

*The buyer must do the research!

- *Is it real?
- *How can I tell if it's real?
- *Why is this \$7,000 Rolex only \$150?
- *Who can I go to if I can't figure it out?
- *I have doubts
- *Knowledge, experience and skills are your best tools and defenses against scams!

*Consider Adam Harris's Course: Replica or Real? How to Distinguish Genuine Watches

luxuryorlie@gmail.com

- *Hit the books!
- *Price it online!
- *Hit the forums!
- *Beware of jewelers who do not know how to appraise watches
- *Don't let people do favors for you
- *Old does not mean valuable!
- *It might only be "Medium Rare"
- *Is it safe to buy from a pawn shop?

Using
Authoritative
Sources
Proper
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Westchase Watch Doc obiwan324@gmail.com 713-594-2799