

Time is of the Essence

CLOTILDE RAFINE-RICARD

from pre-owned watch retailer Collector Square picks seven highly investable watches that are proven to stand the test of time

► **ROARING FORTIES:** Last year, Patek Philippe marked the 40th anniversary of its Nautilus collection with a limited-edition run of the iconic model.



1. Patek Philippe Nautilus

The history of Patek Philippe's iconic Nautilus starts in 1976 in Geneva, born from the idea of the legendary Swiss watch designer Gérald Genta. At that time, when luxury watches were all gold, the Nautilus steel watch left the world of watchmaking perplexed. The Nautilus was water resistant up to 120 meters: a real feat for a watch produced in series. Unique and magnificent, it has become increasingly rare and demand still holds strong today. The average price of a stainless steel model has increased by 130% in ten years (€14,700 [£12,760] in 2006 compared to €33,700 [£29,250] in 2016).

2. Rolex Daytona

A legendary chronograph that emerged in the early 1960s, the Rolex Daytona was named after Daytona in Florida,

the home of NASCAR motorsport. The Daytona didn't seduce straight away; it wasn't until the late 1960s that the watch actually earned its legendary status after Paul Newman wore one in the 1969 film *Winning*. There are two models of Daytona: mechanical and automatic. The Paul Newman is the most sought-after model and, therefore, is the most expensive. According to the LuxPrice-Index, a unique database developed by Collector Square, the average price of a Daytona watch has increased by 83% in 12 years. This model represents 16% of all Rolex watches sold at auction – the largest proportion of all models – and 37% in value.

3. TAG Heuer Monaco Calibre 11

Released in 1969 in honour of the Monaco Grand Prix, the TAG Heuer Monaco was revolutionary for being the first square-

cased chronograph, representing a break with the aesthetic codes of traditional watchmaking. But the real revolution was at the heart of the watch: the famous Chronomatic Calibre 11 was also the first automatic chronograph movement in the history of Swiss watchmaking. Popularised by Steve McQueen in the movie *Le Mans* (1971), the 'McQueen Monaco' (model 1133B) is a coveted watch on the auction market. The TAG Heuer Monaco represents 17% of TAG Heuer watches sold at auction in volume and 34% in value.

4. Jaeger-LeCoultre Reverso

Conceived by Parisian engineer Rene-Alfred Chauvot in 1931, the Jaeger-LeCoultre Reverso is a rare and revered icon in luxury watchmaking, embodying modernity and mobility like no other.

Designed to withstand shock during

the polo matches of British officers serving in India, the back of the reversible case offered a generous surface for custom personalisation. In 2004, a collector would have to pay an average of €2,308 (£2,000) to acquire a classic steel Reverso; by 2015, the watch had doubled in value. The Reverso watch represents 21% of the total number of Jaeger-LeCoultre watches sold at auction in volume, and 31% in value.

5. Omega Speedmaster Broad Arrow

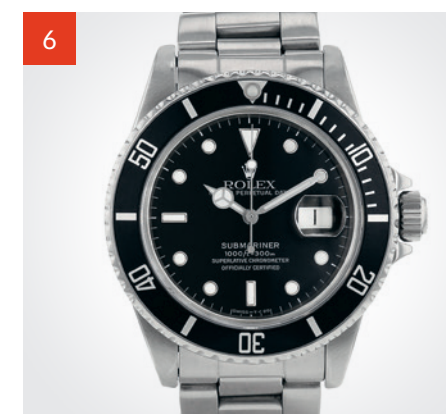
The first Speedmaster was created in 1957 for research, industry and sport – but fate decided otherwise. In 1965, the Speedmaster was officially registered as 'flight qualified by NASA for all manned space missions' and NASA supplied each of the Apollo astronauts with a standard-issue Omega Speedmaster Professional manual-wind wristwatch with a Velcro strap. In 1969, the Speedmaster travelled to the moon on the wrist of Buzz Aldrin. The Speedmaster is still the only watch worn on the moon and is a vital part of every astronaut's equipment.

One of the most iconic references is the Broad Arrow, characterised by its arrow-shaped hand. This reference resembles the first and most expensive Speedmaster, the CK2915, which explains its success. The Broad Arrow represents 5% of Speedmasters sold at auction in volume and 18% in value. 2019 marks the 50th anniversary of the first landing on the moon which is bound to cause a significant increase in value.

6. Rolex Submariner (Comex)

Launched in 1953, the Rolex Submariner was the first watch created specifically for the purpose of diving. In the days before digital dive computers, a diver would track their time underwater by setting the zero marker (typically a luminous arrow) to line up with the minute hand. As the dive progressed, the elapsed time could be read easily on the outer ring, up to one hour. Representing 10% of all Rolex watches sold at auction, the Submariner has performed well on the market with its average price increasing by 320% in ten years.

Rare watches, such as the limited-edition 'COMEX' adapted for the French diving company in the 1960s, are even more



valuable. For the Submariner COMEX, collectors are ready to spend three times the price of a standard steel Submariner.

7. Cartier Tank

Designed in the midst of the first world war and modelled on French military tanks built by Renault, the Cartier Tank is a true icon of 20th century design and a legend in watchmaking history. Since its inception, Cartier has released countless variations of the watch, such as the Tank Louis Cartier

in 1922, the Tank Americaine in 1989, and the Tank Francaise in 1996. In its various forms, the Tank has graced the wrists of Jackie Kennedy, Princess Diana and Yves Saint Laurent, becoming one of the most coveted wristwatches of all time. According to the LuxPrice-Index, the average price of a Tank watch has increased by 30% in ten years and represents 23% of all Cartier watches sold at auction. **H** For more information and to buy pre-owned watches, see collectorsquare.com