

PHILLIPS

IN ASSOCIATION WITH

BACS & RUSSO

PRESS RELEASE

The Beauty in Everything Single Owner Online Auction

Phillips in Association with Bacs & Russo to Offer A Single-Owner Collection of Fine Watches from The Armoury's Mark Cho



Mark Cho, co-founder of The Armoury

Hong Kong – 19 OCTOBER 2022 – Phillips in Association with Bacs & Russo and Mark Cho, co-founder of the menswear retailer [The Armoury](#), are delighted to announce [The Beauty in Everything Single Owner Online Auction](#), presenting over 50 iconic timepieces from the collection of [Mark Cho](#), an avid watch collector and aficionado for nearly two decades. The sale of this single-owner collection that was formed over 16 years reflecting Cho's horological passion, impeccable taste and deep knowledge of watches will consist of vintage and modern timepieces by watch brands such as Patek Philippe, A. Lange & Söhne, IWC, Grand Seiko, Cartier, Omega, and H. Moser & Cie. Taking place on [Phillips.com](#) and Phillips App from 30 November to 6 December, many watches from Cho's collection will represent an exciting opportunity for collectors around the globe to acquire extraordinary timepieces. Selected highlights from the sale will be on view in London from 20-23 October and Geneva from 2-6 November. A full auction preview of the collection will be held at The Armoury Pedder Building in Hong Kong from 30 November to 6 December.

Mark Cho, co-Founder of The Armoury, said, "These are 16 years of searching for beautiful things. Sometimes I collected 'the greats' but most of the time I collected the interesting, the curious and the sublime. A most interesting

hour marker here and a perfectly formed case there. A wonderful complication that moved me or a moment of horological history that captured me. What unites all these pieces is that I found beauty and satisfaction in all of them. However, at the end of the day, one person can't keep everything and probably shouldn't anyway. I offer up these pieces: most of my watch collecting over the last 16 years, for the sake of my clothing store: The Armoury, one of the great loves of my life. I wish to trade these many, small, and amazing things, that I have selfishly kept to myself, in pursuit of a single new expansion of The Armoury New York to be enjoyed by my colleagues and my customers. To the future owners of these pieces, I hope they bring you as much joy as they brought me. For new collectors, maybe something here will be a foundational piece for your own collection and for experienced collectors, maybe something from my taste will feel fresh and new to you. I look forward to seeing these timepieces continuing their great journey in good hands with collectors and watch lovers from around the world.”

Thomas Perazzi, Head of Watches, Asia, Phillips, said: “Phillips Watches is privileged to present this beautiful collection from our friend and seasoned watch connoisseur Mark Cho. We have had the pleasure of working with Mark’s The Armoury for many projects, from the bespoke City Hunter 2 jackets to benefit WHO’s COVID-19 fund, to a series of online stories that celebrating craftsmanship and personal style. This sale marks the first single owner online sale presented by Phillips Watches and we would like to thank Mark for entrusting us for selling his incredible collection. We are thrilled to be building on the momentum of the strong sales we have achieved so far this year and to be closing the Watches Fall season in Asia with one of the most exciting auctions of 2022.”

Highlights from The Beauty in Everything Single Owner Online Auction



A. Lange & Söhne, Lange 1 "Soirée", Ref. 110.030 in white gold
 Estimate: HK\$300,000-600,000/
 US\$38,500-76,900



Patek Philippe, Nautilus, Ref. 3800/001 in stainless steel, circa 1990
 Estimate: HK\$300,000-500,000/
 US\$38,500-64,100



Patek Philippe, Ref. 3940 in yellow gold, circa 1987
 Estimate: HK\$250,000-450,000
 /US\$32,100-57,700

A. Lange & Söhne, Lange 1 Soirée

Made in extremely small quantities, the present Lange 1 from Cho’s collection is a true spectacle offered in excellent overall conditions, boasting an iridescent dial fashioned entirely out of mother of pearl with hand-finished guilloché patterns. Fitted in a white gold case with matching bracelet, it retains all the desired elements of a quintessential Lange 1, featuring the iconic oversized date apertures at 2 o’clock, power reserve indication at 3 o’clock, an hours and minutes register and a small seconds subsidiary dial.

Patek Philippe, Nautilus, Ref. 3800/001

The Patek Philippe reference 3800/001 in stainless steel offered in the sale is an exceptional Nautilus. Featuring a rare dial with a sunburst finish, this radial grey canvas is contrasted with hand-painted white minute markers. According to its Certificate of Origin and Extract from the Archives, the present wristwatch originally left the factory in 1990 with a “black matte ribbed dial” and “white gold indexes”. A receipt from Patek Philippe is further delivered with this timepiece, confirming that the updated anthracite grey dial with white markers was delivered in 2011.

Patek Philippe Ref. 3940

The Patek Philippe reference 3940 was first released in 1985 as a 25-piece limited edition to commemorate the 225th Anniversary of Beyer Chronometrie, an esteemed Zurich-based retailer and long-time friend of the firm. This present reference 3940 bears a movement that belongs to the first series with a small production of no more than 1300 pieces. Boasting a distinctive dial, featuring flat, sunken sub-registers with 24-hour and leap year indicators, the earlier specimens differ from later examples which have a leap year sub-dial with a cross dividing the four years. Furthermore, this is a rare dial variation made exclusively for the German market, as seen in the day and month indications.

Mark Cho's Selection



Grand Seiko, Elegance Spring Drive, "Snowflake", Ref. SBGZ001 in platinum, circa 2019, numbered 12/30
Estimate: HK\$200,000-400,000 / US\$25,600-51,300



H. Moser & Cie, Endeavour Small Seconds Total Eclipse, Ref. 1327-1200 in stainless steel, circa 2022, one of a limited edition of 28 pieces, made in collaboration with The Armoury
Estimate: HK\$120,000-200,000/ US\$15,400-25,600



Chanel, Monsieur de Chanel, Ref. H4800 in beige gold, circa 2016, numbered 16 of a limited edition of 300 pieces
Estimate: HK\$60,000-120,000/ 7,700-15,400

The Grand Seiko SBGZ001

An admirer of Japanese design and craftsmanship through his work, Cho thinks the Grand Seiko SBGZ001 presented in the sale is one of the most ambitious designs the brand has ever released. Made in the Micro Artist Studio, where the brand's ultra-fine, small production pieces are created, it features a fully hand-engraved case in their signature "Snowflake" style as well as a Dufour level of finishing on the movement. It was released as a limited edition of 30 pieces in honour of the 20th Anniversary of the Spring Drive. Only available at the Grand Seiko Boutiques, this platinum reference is part of a group of timepieces first released in March 2019, powered by the Spring Drive caliber 9R02.

H. Moser x The Armoury Total Eclipse

In an unprecedented collaboration between H Moser & Cie and The Armoury, the Endeavour Small Seconds Total Eclipse was conceived, embodying the distinct design codes of both houses. Launched in January 2022 with a limited edition of 28 pieces, this model comes in two references and is inspired by both brands' deep appreciation for quality craftsmanship and exceptional elegance. Both references sport a stark Vantablack dial that absorbs 99.965% of the light, reflecting the astronomical phenomena of a backlit moon obstructing the sun. Rather than emphasising stark minimalism, H Moser & Cie and The Armoury built up additional detail around this fascinating material using Breguet hands, a floating subdial and a polished inner bezel.

Chanel, Monsieur de Chanel, Ref. H4800

Unveiled in 2016, Chanel Monsieur reference H4800 is a limited edition of 300 pieces, with 150 examples in beige gold and another 150 pieces in white gold. Encased in beige gold, the present watch features a silvered dial with jumping hours, and retrograde minutes backed up by a beautifully designed and finished movement. Powered by the Caliber 1, the launch of this model also marks the momentous milestone of the Maison's first in-house high-watchmaking movement. Despite bearing the name of a fashion house, the Chanel Monsieur has been so thoroughly designed and so expertly executed that it deserves much more attention than it receives. As a special nod to Chanel jewellery, the case is made of their proprietary beige gold rather than typical yellow or pink gold.

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The Beauty in Everything Single Owner Online Auction

30 November – 6 December

<https://www.phillips.com/auctions/auction/HK080422>

Phillips' **THE CREATORS** series interviews Mark Cho, who shares his passion for tailored clothing and how the pandemic changed the industry along with 3 practical tips for menswear.

<https://www.youtube.com/watch?v=zwYc04iWG70>

International Preview

London | 20-23 October (Opening hours [here](#)): Phillips, 30 Berkeley Square, London

Geneva | 2-6 November (Opening hours [here](#)): Hôtel La Réserve, 301 Route de Lausanne, Geneva, Switzerland

Hong Kong | 30 November – 6 December (Opening hours [here](#)): The Armoury Pedder Building, Shop 307, 12 Pedder St, Central, Hong Kong

Images of highlights: <https://www.dropbox.com/sh/1d59bdz4zkoutlt/AADQSI7Vf33N9Jys7CdF3lyza?dl=0>

ABOUT PHILLIPS IN ASSOCIATION WITH BACS & RUSSO

The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service, achieving a global auction sale total of \$209.3 million in 2021, the most successful year for any auction house in watch auction history.

A selection of our record-breaking prices:

1. Paul Newman's Rolex "Paul Newman" Daytona Reference 6239 (CHF 17,709,894 / US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any vintage wristwatch at auction.

2. Patek Philippe Reference 1518 in stainless steel (CHF 11,020,000 / US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a vintage Patek Philippe wristwatch at auction.

ABOUT PHILLIPS

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of 20th Century and Contemporary Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia. Phillips also offers an online auction platform accessible anywhere in the world. In addition to providing selling and buying opportunities through auction, Phillips brokers private sales and offers assistance with appraisals, valuations, and other financial services. Visit www.phillips.com for further information.

**Estimates do not include buyer's premium; prices achieved include the hammer price plus buyer's premium.*

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