



PRESS RELEASE

**Phillips in Association with Bacs & Russo Names
Arthur Touchot Specialist & Head of Digital Strategy, Watches
Appointment Continues Global Expansion of the Watches Department**



GENEVA - 5 SEPTEMBER 2017 – Phillips in Association with Bacs & Russo is pleased to announce the appointment of Arthur Touchot as Specialist and Head of Digital Strategy. Recognizing the strategic importance of the growing online community, Mr. Touchot joins the auction house effective today.

Based in Geneva, Mr. Touchot's appointment follows his most recent role as the Senior European Editor at Hodinkee, the world's leading online watch publication. His analysis of the auction market earned him praise within the vintage watch community and he has also appeared as an expert on several panels, including two that were hosted by Phillips. As the magazine's sole anchor in Europe, Mr. Touchot added a fresh perspective to the editorial team and is credited for growing the publication's reach outside of the United States.

As the Head of Digital Strategy for Phillips in Association with Bacs & Russo, Mr. Touchot will expand the auction house's digital presence. Working closely with the department's Senior Consultants and International Strategy Advisor, he will lead the department's online expansion into new markets, digital advertising, and social media.

Aurel Bacs, Senior Consultant, said, "We are delighted to welcome Arthur Touchot to our team, having long admired his outstanding approach to journalism and online community development. Arthur's professionalism, sterling reputation, scholarship, and integrity are the skills upon which the Phillips Watches Department prides itself and the values for which

it stands. We look forward to the expansion of our digital efforts under Arthur's leadership, developing our ever-growing client base around the world."

A respected member of the watch press, early in his career, Mr. Touchot wrote his first articles for traditional media outlets including the International Herald Tribune and the Financial Times, but was quickly picked up by Haute Time to lead their editorial team. At just 24 years old, he became one of the youngest managing editors in the industry and a figurehead of the changing watch media landscape.

Arthur Touchot was born in Paris and lives in Geneva with his wife and their daughter. He holds a master's degree in journalism from Northwestern University.

###

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 worldwide market leadership in 2016, with a sale total of \$106 million.

A selection of our recent record-breaking prices:

1. Patek Philippe 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 wristwatch at auction
2. Rolex "Bao Dai" reference 6062 – (CHF 5,066,000 /US \$5,060,427) – Geneva watch Auction: FIVE – 13 May 2017 – Highest result ever achieved for any Rolex sold at auction
3. Patek Philippe 2499 (HKD 19,720,000 /US \$2,538,000) – Hong Kong Watch Auction: TWO – 31 May 2016 – Highest result ever achieved for any wristwatch sold at auction in Asia

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.*

PRESS CONTACTS:

GENEVA – Asta Ponzio, <i>PR Consultant</i>	aponzo@phillips.com	+41 799618566
LONDON – Katie Carder, <i>Press Manager, EMEA</i>	kcarder@phillips.com	+44 20 7901 7938
NEW YORK – Jaime Israni, <i>Senior Public Relations Specialist</i>	jisrani@phillips.com	+1 212 940 1398

HEADQUARTERS: LONDON - 30 Berkeley Square, London W1J 6EX | NEW YORK - 450 Park Avenue, New York, NY 10022

VISIT US AT: www.phillips.com

FOLLOW US ON: [Twitter](#) | [Instagram](#) | [Vimeo](#) | [Facebook](#) | [Pinterest](#) | [Tumblr](#) | [LinkedIn](#)