

# PHILLIPS

PRESS RELEASE

## PHILLIPS ANNOUNCES AUCTIONS OF FINE COLLECTORS WATCHES TO TAKE PLACE IN GENEVA ON 9 AND 10 MAY 2015

HIGHLIGHTS ON VIEW IN APRIL IN HONG KONG, NEW YORK AND LONDON

### PHILLIPS EXPANDS GLOBAL REACH OF WATCH DEPARTMENT WITH APPOINTMENTS OF JILL CHEN IN HONG KONG AND KATE LACEY IN LONDON

**GLAMOROUS DAY DATE:** 9 MAY 2015, 7PM

**THE GENEVA WATCH AUCTION: ONE:** 10 MAY 2015, 6.30PM

**VIEWING:** 7-10 MAY 2015, HÔTEL LA RÉSERVE, GENEVA

**AUCTION LOCATION:** HÔTEL LA RÉSERVE, GENEVA

**GENEVA – 18 MARCH 2015** – Phillips in Association with Bacs & Russo is pleased to announce details of their inaugural auctions dedicated to fine collectors' watches that will take place on the evenings of 9 and 10 May 2015 at Hôtel La Réserve, Geneva. Highlights from the auctions will be available to view in Hong Kong (3 to 6 April), New York (10 to 14 April) and London (22 to 26 April) prior to the pre-sale exhibitions in Geneva.

The auction on **Saturday 9 May** is dedicated to Rolex's most prestigious model, the Day-Date, and will offer 60 of the rarest examples, including unique models and watches with royal provenance, all carefully selected with the assistance of Pucci Papaleo, among the world's most renowned Rolex scholars. The auction on **Sunday 10 May** will offer approximately 160 watches of the highest quality, including exceptionally rare examples and timepieces with fascinating histories. The outstanding highlight is a particularly rare and desirable Patek Philippe stainless steel single button chronograph wristwatch, one of only two of ever made; the other is now a highlight of the Patek Philippe Museum (estimate: Sfr. 1,000,000 to 2,000,000).

Phillips is also pleased to announce the upcoming launch of a dedicated micro-site where collectors and enthusiasts can register for updates and learn about our watches, news, and results: [www.phillipswatches.com](http://www.phillipswatches.com). It is also possible to follow @Phillipswatches across leading social platforms.



*Emperor*

**Rolex Day-Date, Ref. 1831**

An extremely rare, important and very heavy platinum and diamond-set calendar bracelet watch with centre seconds and burgundy lacquered "Stella" dial, made for the Shah of Iran in a limited series of 8 pieces only, manufactured in 1977

**Estimate SFr. 100'000-200'000**

**Glamorous Day-Date – 9 May, 7pm:** The auction on 9 May is dedicated to the Day-Date, Rolex's most prestigious model and one of the world's most famous wristwatches. Phillips is honored to partner with Pucci Papaleo, one of the world's most eminent scholars in the world of collectible Rolex watches, who will launch a book dedicated exclusively to the Day-Date at the time of the sale. In preparing for the auction, Phillips and Pucci Papaleo inspected hundreds of models across four continents, selecting 60 examples representing the utmost rarity and quality.

A leading highlight of the auction is one of the rarest and most desirable models of all Day-Dates; a reference 1831. One of a limited series of only eight examples, this watch has a unique case and bracelet and is understood to have been commissioned for the Shah of Iran in the mid-1970s. The heavy platinum case is adorned with a diamond-set bezel beautifully contrasted by a burgundy-colored "Stella"-type dial, with exquisite diamond hour markers (estimate: Sfr. 100,000 to 200,000). Another highlight is the only known example of a left-handed Day-Date. A reference 1803 with the crown on the left, instead of the right, it is cased in 18 carat gold and comes with a stunning chocolate colored Stella dial featuring diamond hour markers (estimate: Sfr. 50,000 to 100,000). The auction will also include an entire section dedicated to watches made for the Omani Royal Family, with dials adorned with the *Khanjar*, the Omani national emblem. A highlight is an extremely rare platinum cased reference 1802, featuring a stunning blue metallic dial with red Khanjar, highlighted by substantial diamond hour markers (estimate: Sfr. 50,000 to 100,000). Another highlight of the auction is an early example made in 1956, the year the model was launched at the Basel Watch Fair. Made for the German market, it is in yellow gold and marked 'Superlative Chronometer Amtlich geprüft', also showing the weekdays in German (estimate: Sfr. 10,000 to 20,000).



**Patek Philippe, Ref. 130**

An extremely rare and important stainless steel single button chronograph with vertical registers, sector dial and pulsations scale, manufactured in 1927 and sold in 1937  
**Estimate: Sfr 1,000,000-2,000,000**



*Formerly in the Personal Collection of Sir Eric Clapton*  
**Rolex Cosmograph Daytona 'Albino',**  
 Stainless steel, ref. 6263,  
 manufactured in 1971  
**Estimate Sfr. 500,000 to 1,000,000**

**The Geneva Watch Auction: One – 10 May, 7pm:** The inaugural various owner evening auction on 10 May will offer approximately 160 watches carefully selected on the basis of their condition, rarity and quality. The leading highlight is an extremely rare Patek Philippe single button doctor's chronograph in stainless steel with a superbly aged off-white silvered dial, highlighted by a pulsations scale and a sector design (estimate: Sfr. 1,000,000 to 2,000,000). Research has revealed that only two examples of this model were made, both for a retailer in South America; the other is now a highlight of the Patek Philippe Museum, prominently featured on their website. In terms of history, rarity, condition and quality, this watch being offered at Phillips can be considered one of the most important wristwatches in private hands.

The auction will also include rare, collectible Rolex models, led by the most renowned of three existing examples of the Rolex Cosmograph Daytona 'Albino' (estimate: Sfr. 500,000 – 1,000,000). Since the creation of the Rolex Daytona in 1963, models have always featured subsidiary dials contrasting with a dark color, either white on black or black on white. This example from 1970 stands out by carrying a uniform off-white silvery color – hence its nickname: Albino. Formerly a highlight in the personal collection of Sir Eric Clapton, it was later sold at auction and is now offered from one of the world's most complete and important collections of Rolex Daytona watches. The watch is also prominently published in Pucci Papaleo's book: *Ultimate Daytona*.

Another highlight of the Rolex section is a stunning reference 6062, one of only two models ever made by Rolex featuring a full calendar and the phases of the moon (estimate: Sfr. 300,000 – 600,000). This example stands out not only by its original and near-perfect condition, but also by its stunning black lacquer dial, one of the rarest dial variants found on this model. The watch was a gift to Major General Walter C. Sweeney Jr., one of the most decorated Americans of the post-war era. The watch was a gift from the commanders of the 15<sup>th</sup> Air Force and was given to him on the date of his promotion as the General of the 8<sup>th</sup> Air Force. Another rare and desirable Rolex is a MilSub (**Military Submariner**) reference 5513 (estimate: Sfr. 70,000 – 120,000). Never available for public sale, these watches were made at the request of the British Government in the early 1970s to meet the demands of their special forces. Military edition Submariners differ in many ways from the standard production, notably featuring thicker, more legible sword-shaped hands. In addition, the revolving bezel is calibrated to 60 minutes and has minute markings throughout, as opposed to makings just on the first 15 minutes. The pin bars between the lugs holding the bracelet are made of solid steel for more sturdiness and to fit the commonly used NATO strap, and the dial is highlighted by a circled "T" just below the center indicating 'tritium' which is used as the luminescent material on the dial and the hands. The case back is engraved with the code of the British forces and lists details including the unit and year of issue.

A fascinating historical highlight is a watch reputedly given by Charles Lindbergh to Dieudonné Costes, one of the most famous pilots of the 1920s and 1930s and the first person to fly non-stop from Paris to New York (the opposite direction of what Lindbergh had achieved in 1927, and often considered a more difficult feat). Costes also established a world record in 1929 when he flew non-stop from Paris to Qiqihar, China. Charles Lindbergh was actively involved with Longines in designing the watch made specifically for aviators with the aim of enabling easy and swift navigation. The watch is accompanied by letters issued by the descendants of Dieudonné Costes stating that the watch was a personal gift from Lindbergh to the late Dieudonné Costes (estimate: Sfr. 60,000 – 80,000).

These auctions are the first to take place since Phillips announced the creation of its Watch Department dedicated exclusively to the world's finest collectors watches. The department is based in Geneva and partners exclusively with Bacs & Russo, the firm of Aurel Bacs and Livia Russo.

As of March 2015, Phillips is pleased to announce two new appointments to the Watch department. **Jill Chen** has been appointed Business Development Director based in Hong Kong where she was previously General Manager of another auction business. **Kate Lacey** has been appointed Specialist based in London where she was previously Head of Department at another auction firm.

Highlights of the Geneva auctions will be available for viewing at the following locations:

3-6 April 2015	Hong Kong	Mandarin Oriental
10-14 April 2015	New York	Phillips Park Avenue
22-26 April 2015	London	Phillips Berkeley Square
7-10 May 2015	Geneva	Hôtel La Réserve

#### PHILLIPS:

As the only international auction house to concentrate exclusively on contemporary culture, Phillips has established a commanding position in the sale of Contemporary Art, Design, Photographs, Editions and Jewelry. Through the passionate dedication of its team of global specialists, the company has garnered an unparalleled wealth of knowledge of emerging market trends. Founded in London in 1796, Phillips conducts auctions in New York and London and has representative offices throughout Europe and in the United States. For more information, please visit: [phillips.com](http://phillips.com).

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