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PERPETUAL

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Phillips Perpetual Announces

Swatch, The All It Takes Is The Will To Do It Exhibition

A Selling Exhibition of Over 200 Unworn Vintage Swatch Watches



LONDON - 15 OCTOBER 2019 - This October, Phillips Perpetual will showcase one of the finest and most beautifully curated collections of vintage Swatch watches in a private selling exhibition - *Swatch, The All It Takes Is The Will To Do It Exhibition*. Hosted at the recently launched Perpetual showroom at 30 Berkeley Square, over 200 unworn vintage Swatch watches with original box and guarantees will be offered.

Highlights include an unworn Tresor Magique Platinum Automatic alongside a number of limited editions including Magic Spell and C-Monsta on the Beach. Art pieces by Tachibana, Kurosawa and Troxler will feature alongside editions by Vivienne Westwood from the world of fashion. Early, unworn and significant pieces from the 1980s and 1990s will feature prominently, including the popular 37mm Grand Prix and 34mm X-rated. *Swatch, The All It Takes Is The Will To Do It Exhibition* coincides with the London watch auction previews of highlights consigned to the November sales in Geneva and Hong Kong and the December sale in New York, open to the public from 25 to 28 October.

James Marks, Phillips' International Specialist and Director, Watches, said, "From the tender age of 7 the Swatch brand has captivated me and been an inspiration for my desire to collect watches. Phillips Perpetual is delighted now to showcase to a new generation of watch enthusiasts the forward thinking and innovative designs of Swatch under the leadership of the brilliant Nicolas George Hayek in a unique selling exhibition in London."

Images are available for download [here](#).

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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 sale total of \$108 million in 2018 – its third consecutive year as the worldwide market leader in watch auctions.

A selection of our recent 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 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 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.

PRESS CONTACTS:

LONDON - Katie Carder, *Head of Press, Europe*

kcarder@phillips.com

+44 20 7901 7938

PHILLIPS NEW YORK - 450 Park Avenue, New York, NY 10022

PHILLIPS LONDON - 30 Berkeley Square, London, W1J 6EX

PHILLIPS HONG KONG - 14/F St. George's Building, 2 Ice House Street, Central Hong Kong

PHILLIPS GENEVA - 7, rue de la Confédération - 1204 Geneva

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