

# PHILLIPS

IN ASSOCIATION WITH

## BACS & RUSSO

PRESS RELEASE

## Phillips in Association with Bacs & Russo Announces

### *Double Signed: A Celebration of the Finest Partnerships of Manufacturers and Retailers*

### A Thematic Auction Dedicated to Collectible Timepieces Bearing the Most Famous Names in Watch Retail

The Auction will be held in Geneva in November 2019 Alongside  
The Geneva Watch Auction: TEN



GENEVA – 18 June 2019 – Phillips in Association with Bacs & Russo is honored to present “Double Signed: A Celebration of the Finest Partnerships of Manufacturers and Retailers”. This thematic auction is dedicated to one of the most sought after categories in watch collecting – famous and extremely rare “double-signed” watches featuring both the names of the most prestigious watchmakers and retailers around the world.

Hosted on 9 November at the Hotel La Réserve in Geneva, this carefully-curated auction will reunite what many seasoned collectors consider to be the absolute grails of their collecting field – watches superior in rarity, prestige and storytelling than similar watches bearing only the manufacturer’s name.

Whether it’s the glamour of the Tiffany & Co. name, the exoticness of a Serpico y Laino signature, or the restrained elegance of a Gübelin-signed dial, the addition of a few letters on a dial is considered the ultimate *clin d’oeil* among collectors, who appreciate the supreme rarity of these watches, and the discreet hint of their glorious, cultured and worldly past.

Retailers around the globe were indeed paramount to the immense success watchmakers witnessed at the dawn of the 20th century. They were responsible for importing the finest mechanical watches and presenting them to discerning customers across the globe. With their fingers strongly on the pulse of the market they ordered watches that would suit the tastes of local clientele and this tradition prevails today, with coveted limited edition masterpieces made exclusively in partnership with high-end brands.

Having already addressed the “double-signed” theme with the sale of some of the most important “double-signed” wristwatches, Phillips is pleased to curate an auction solely dedicated to these beautiful, extremely rare, and historically significant watches, bringing them back to Switzerland for the first time since they were made in some cases.

**Aurel Bacs, Senior Consultant of Bacs & Russo and Alex Ghotbi, Head of Sale, Phillips Geneva**, jointly said: “A first in watch auctions, Phillips in Association with Bacs & Russo brings together some of the rarest, most coveted and unusual double signed timepieces with a goal to surprise and amaze collectors looking for more than a watch but a piece of horological history.”

Phillips is now open for consignments for “Double Signed: A Celebration of the Finest Partnerships of Manufacturers and Retailers”. Clients can reach out to the team of watch specialists here: [watches@phillips.com](mailto:watches@phillips.com) Highlights included in the themed auction will be presented during the summer.

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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 Jewellery, 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.

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

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