

# PHILLIPS

PERPETUAL

BACS & RUSSO

## Phillips in Association with Bacs & Russo Launches

# PHILLIPS PERPETUAL

## A New Platform that Combines Private Selling Exhibitions, Innovative Partnerships, and a Boutique Experience



The PHILLIPS PERPETUAL gallery space at 30 Berkeley Square, London © tWO

LONDON - 2 MAY 2019 - Phillips in Association with Bacs & Russo launches PHILLIPS PERPETUAL, a first of its kind platform that will launch at Phillips London on 30 Berkeley Square in July, presenting the finest collectors' timepieces in custom-built surroundings. The concept will then be extended to Phillips New York and Hong Kong, and other locations. Through ongoing curated programming, private selling exhibitions, and innovative partnerships, coupled with an evolving selection of private sales, PHILLIPS PERPETUAL will offer a boutique experience to clients for both the selling and buying of watches. PHILLIPS PERPETUAL will also serve as a UK home to the award-winning Swiss watchmaker Singer Reimagined.

The announcement follows two highly successful selling exhibitions in London recently, which achieved \$1 million in private sales, led by an exceptionally rare Philippe Dufour Simplicity, 37mm, rose gold with white lacquered dial. The most recent exhibition, [Well Suited](#), combined the world's finest independent watchmakers with a showcase of tailoring excellence from British luxury menswear brand Thom Sweeney, and exemplifies the type of collaborations that will continue under the PHILLIPS PERPETUAL brand.

**Edward Dolman, Chief Executive Officer of Phillips**, said, "Under the leadership of Aurel Bacs and Livia Russo, Phillips Watches has celebrated one success after another on its way to capturing a market leadership position in its four short years of existence. I am certain PHILLIPS PERPETUAL will once again change the dynamics of the market with a unique selling proposition catering to the world's most discerning collectors."

**Aurel Bacs and Livia Russo**, said: “We are incredibly excited that we are expanding into the next phase of growing our market leading watch sales at Phillips. PHILLIPS PERPETUAL will enable us to offer unique collector experiences year round, increasing accessibility to auction quality watches, and to deliver first class service 365 days of the year. This new initiative will create cross-marketing opportunities which will help to engage with clients across all of Phillips collecting categories.”

**James Marks, Phillips’ International Specialist and Director, Watches**, said, “PHILLIPS PERPETUAL will complement the core business, educating and enhancing clients who have not traditionally used auction as a consignment or purchasing tool. We see this as the future for a number of our global locations, as a way of ensuring that we engage with our ever expanding client base 365 days of the year. We are delighted to be partnering with an award-winning and forward-thinking watch brand such as Singer Reimagined, following our successful collaboration in 2018.”

The collection of chronographs by Singer Reimagined will be on permanent display within the gallery, following the confirmation of the Track 1 as winner of the Chronograph category at the Grand Prix d’Horlogerie de Genève awards in November 2018.

**Marco Borraccino, Managing Director, Singer Reimagined**, said, “Singer has been guided for the last decade by the philosophy Everything is Important. For us, every detail is worthy of consideration in pursuit of perfection. Following our successful collaboration in 2018 we know that the opportunity to partner with PHILLIPS PERPETUAL to present our watches is beautifully aligned with that philosophy.

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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.

#### ABOUT SINGER REIMAGINED AND SINGER VEHICLE DESIGN

Singer Reimagined is based in Geneva, Switzerland and was formed to explore and redefine the most iconic high-watchmaking complications. Its first collection, the Track 1, representing a profound re-engineering of the chronograph, was recognised as the winner of the Chronograph category at the 2018 GPHG awards with the Hong-Kong Edition wristwatch. Singer Reimagined is the sister company to Singer Vehicle Design, based in Los Angeles, California and created a decade ago to pursue the creative possibilities within the vibrant world of iconic automobiles. Singer Vehicle Design’s restorations, each to individual commission, are presented with the world’s finest collectors’ cars at events including Pebble Beach and Goodwood Festival of Speed. Both companies fuse iconic design with cutting-edge material science in pursuit of mechanical art.

#### PRESS CONTACTS:

NEW YORK - Michael Sherman, *Chief Communications Officer*  
LONDON - Katie Carder, *Head of Press, Europe*

[msherman@phillips.com](mailto:msherman@phillips.com)  
[kcarder@phillips.com](mailto:kcarder@phillips.com)

+1 212 940 1384  
+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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