

# PRE-OWNED WATCHES: A TREASURE IN ITS OWN TIME

“ONE MAN’S LOSS IS ANOTHER MAN’S GAIN”

Everyone knows the value of a luxury watch firsthand, hence their calling price. Yet, it is a known secret that watches from brands like Rolex, Audemars Piguet, Richard Mille, all retain their value well. There is a high likelihood of appreciation as well.

I know of someone who sold his Rolex ‘Hulk’ (Submariner 116610LV) to an acquaintance, and within a short period of time, the price had appreciated by 50%. Now, with Rolex announcing the discontinuation of the ‘Hulk’, the price is comparably double, or even higher.

Rolex 116610LV Submariner Date “HULK”. Photo via watchclub

Naturally, people are worried about preloved watches and their condition, that’s why Luxe Montre has its in-house atelier that is certified for watch restoration and appraisal.

Indeed, there are risks in purchasing preloved watches from individuals, but it doesn’t apply to a boutique like Luxe Montre, which has experience in watch collection and retail spanning two decades.

Maybe you newly discovered your enthusiasm in timepieces, or maybe you are a veteran connoisseur in the horology industry. Either way, we naturally gravitate to the people we want to be associated with.

Fancy a group of business owners, professionals of a varied scope? Get yourself a Rolex Submariner or Daytona and mingle.

Left: Rolex Submariner Hulk Stainless Steel | Right: Rolex Daytona Platinum

Maybe feeling a little artsy and creative for a dinner? Take a Franck Muller Totally Colour Crazy Dreams to go with you.

Franck Muller Totally Colour Crazy Dreams. Background via Freepik

Rubbing shoulders with socialites and high society? Audemars Piguet’s Royal Oak Offshore Chronograph Lady or Audemars Piguet Royal Oak Tourbillon Chronograph in Stainless steel would be a good fit.

Left: Audemars Piguet Royal Oak Offshore | Right: Audemars Piguet Royal Oak Tourbillon

If you are taking part in a game of golf or going for a dive? A Panerai Luminor might be a choice pick for the occasion

Panerai Luminor Marina PAM01313. Photo via Time & Tide Watches

I’m not saying that these brands are the go-to picks in cases like these, but I’m certain that these images come to mind and fit, don’t you agree?

That’s exactly the reason why I thoroughly appreciate and agree with the vision of Luxe Montre, to create a horological utopia for horophiles new and seasoned. It’s easier to be a part of a community that has a physical location where I can gather with like-minded individuals, expand my horizons, and network.

One aspect that definitely hits home on buying preloved watches is that most of these watches are scarce, and it doesn’t matter if the scarcity is manmade. Just as everyday items like cars, computers, and phones get discontinued and upgraded, so do watches get discontinued, upgraded, change of design.

There are myriad reasons as to why, but that could be the same reason why everyone knows that preloved watches will only be appreciated. They are part of the reasons why Luxe Montre exists.

Look at Richard Mille. They produce fewer than 5,000 pieces in a year, and they’re only 21 years old from the point of inception. Compared to Rolex, Asian powerhouse Seiko, Audemars Piguet, it is a fledgling brand. But who wouldn’t want to own a Richard Mille, preloved or brand new? I know I would.

To be fair, all timepieces are works of art, just that I subjectively prefer some things that are more unique than others. Personally, my watch of choice is the Rolex Oyster Perpetual Datejust 41 in Everose gold.

Rolex Datejust 41 Everose Gold. Photo via Rolex

A touch of feminine? Maybe, but I stand at 6’1” in the heavyweight category, so most large watch faces like a Pam or Audemars Piguet would honestly make me look a little too fierce. Even neutral colours do little for my image. So instead, I would choose to wear something more vibrant like a Rolex GMT-Master II Jubilee Bracelet “Pepsi” or a simpler Grand Seiko ‘Godzilla’ 65th Anniversary Limited Edition.

Left: Rolex “Pepsi”. Photo via Rolex | Right: Grand Seiko Godzilla. Photo via Seiko

The truth is that the artistry and workmanship behind each and every timepiece result in a timeless treasure for their owners, both present and past. My father, a traditional, conservative Chinese person, has worn the same Rolex Daydate since I could remember. His income could easily buy luxury watches every month, but he has always worn the same one, day in, day out. It is a testament to the craftsmanship behind the Rolex that I have never once seen him send it in for service in the past three decades, and that he has used it from when he was working till past his retirement.

Watch Mechanism. Photo via World Tempus

Beyond the choices of colour and aesthetics, the one thing that keeps preloved watch prices ticking upward is the longevity, and mechanism behind them. For Richard Mille, some designs showcase the mechanisms directly. For Patek Philippe, it isn't as obvious, but the fact that the Grand Complications series is so sought after by horophiles everywhere is evidence of a strong mechanism, a long-lived movement.

Preloved watches have something that I really take heart in: It's the history. It need not be a bombastic history like John Fitzgerald Kennedy's Rolex Daytona, a gift from Marilyn Monroe, that became nicknamed Rolex 'President'. It could be acquiring my father's Rolex Daydate, it could be purchasing from a fellow watch enthusiast at Luxe Montre. Ultimately, the timepiece, its design, its purpose, all gives me an insight into the personal history of the previous owner(s).

Rolex President Day-Date Masterpiece "Pearlmaster" Platinum. Photo via Luxe Montre

Perhaps it is an Audemars Piguet Royal Oak Offshore Chronograph "Gran Prix" or a Richard Mille RM011 Felipe Massa "Ivory" in 18K Rose Gold, this is a strong sign that the previous owner is a racing or F1 enthusiast. Who knows what these insights will bring? A new friend is a new friend regardless of how you know him or her, but it is definitely better if we shared common interests or hobbies.

Left: Audemars Piguet Royal Oak Offshore Chronograph "Gran Prix" | Right: Richard Mille RM011 Felipe Massa

All in all, preloved watches are a thing to look out for. Sometimes, we might be able to find one at a good price, but if the veracity of the seller is doubtful, is it not just simpler to purchase from Luxe Montre? Not only is their reputation right there, but the atelier would also serve as a great conduit for forging stronger bonds.

## **Contacts**

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