

# BUYING TIME

Urban's watch experts tell KAREN TEE which are the best buys in three price categories

## WATCH EXPERTS

- **Dr Bernard Cheong**, 53, a general practitioner who is an avid watch collector
- **Mr Su Jia Xian**, 26, a freelance watch journalist
- **Prof Massimiliano Landi**, 41, an assistant professor at Singapore Management University's School of Economics who is an avid watch collector

## UNDER \$5,000

### TUDOR FASTRIDER, \$4,455

From The Rolex Centre, 01-01 Tong Building

**Prof Massimiliano Landi (ML):** The overall design of this watch is well done. The details on the dial represent a well-executed interpretation of motorbikes, which are the inspiration for this watch, and make it an interesting buy.



### HAMILTON PAN EUROP CHRONOGRAPH, \$2,520

From Watches Of Switzerland, 01-19 Paragon

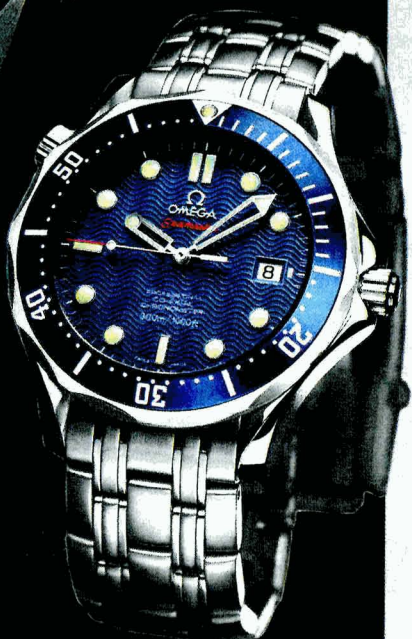
**Mr Su Jia Xian (SJX):** This is a well-designed, good-sized sporty watch of good quality for this price range. It is also a limited-edition design, which adds to its value.



### OMEGA SEAMASTER 300 M CHRONOMETER, \$4,900

From Omega, B1-122 Marina Bay Sands

**Dr Bernard Cheong (BC):** The production of this design is controlled by Omega so that the supply does not outstrip demand. This is also a functional watch which can take a beating without a decrease in value.



## \$5,000 TO \$10,000

### PANERAI LUMINOR BASE LOGO, \$6,200

From Sincere Fine Watches, 01-12 Takashimaya Shopping Centre

**ML:** This is the closest contemporary of the Panerai watch that made the brand famous. Not only is there a great story behind the watch – it was made for the military – it is also a practical watch for daily use.



### GRAND SEIKO 130TH ANNIVERSARY COMMEMORATIVE MODEL SBGW033G, \$7,200

Launching on Nov 9, from Seiko Boutique, 01-01 Thongsia Building

**SJX:** This is a faithful remake of the original Grand Seiko watch from the 1960s but with an improved internal mechanism. The external components, such as the dial, watch hands and case, are of top-notch quality.



### CARTIER SANTOS 100, \$8,700

From Cartier, 01-20 Ion Orchard

**BC:** This is a beautiful watch that is highly desired by a broad market, regardless of interest in watches. Its Art Deco design can be seen in the front, hands, dial and case finish.





## ABOVE \$10,000



### H. MOSER & CIE MONARD MARRONE, \$28,700

From The Hour Glass, 01-14 Raffles Hotel Arcade

**ML:** This is an independent brand that makes only 1,500 watches a year, so its pieces are always in demand. The watch may look simple but the mechanism has intricate details such as double hairsprings, which allow it to keep time accurately.



### CHOPARD LUC TECH FLEURIER, \$23,950

From Chopard, 01-03 Takashimaya Shopping Centre

**SJX:** This watch has a wonderfully designed automatic movement with top-notch movement finishing, which makes it arguably the best in its price category.



### PATEK PHILIPPE CALATRAVA 4897R, \$43,500

From Cortina Watch, 02-03 Ion Orchard

**BC:** Patek Philippe watches are considered the most liquid of all watches as availability is limited and points of sale carefully monitored. You can consider this the watch equivalent to the Hermes Birkin bag.

PHOTOS: CARTIER, CHOPARD, H. MOSER & CIE, HAMILTON, OMEGA, PANERAI, PATEK PHILIPPE, SEIKO, TUDOR

# 6 TIPS FOR BUYING A WATCH

Urban gets our panel of watch experts to share tips on how to make a smart watch purchase.

## 1

### Avoid battery-operated watches

Collectors prefer non-battery-operated watches as those that run on battery are quickly rendered obsolete by technology advances, which cause their value to drop rapidly.

Opt for automatic or mechanical watches which do not require a battery instead – some of these are also appreciated for their artisanal value.

## 2

### Pick the best material you can afford

Gold and platinum watches are the priciest but are made of the most durable materials. Stainless steel and titanium are the next best choices.

## 3

### Look for limited-edition watches

In general, watches that are produced in smaller quantities are more valuable than those produced en masse.

But this does not mean that any watch with a "limited edition" label is worth buying because many brands simply change the colour of the straps or watch dial.

Ensure the design of the watch has changed significantly, whether it is the appearance or the internal workings, as these are details that watch enthusiasts are interested in.

## 4

### Mind the brands

Brands that are perennially in demand by collectors include Cartier, IWC, Panerai, Patek Philippe, Richard Mille and Rolex.

These are brands that have a long history in watchmaking and are known to produce top quality watches.

## 5

### Do not write off cheaper brands

Limited-edition mechanical watches by Swatch, which cost a few hundred dollars, are highly sought after because they are collectibles that are launched about once a year.

Their value easily doubles, or more, on the resale market.

Seiko has a high-end line of watches called Grand Seiko that was sold only in Japan until this year.

Limited numbers are now available worldwide and there is a big demand for these watches, which cost above \$5,000.

## 6

### Keep the box, receipt & warranty card

The box, receipt and warranty card will prove that your watch is an original model should you decide to sell it in the future.