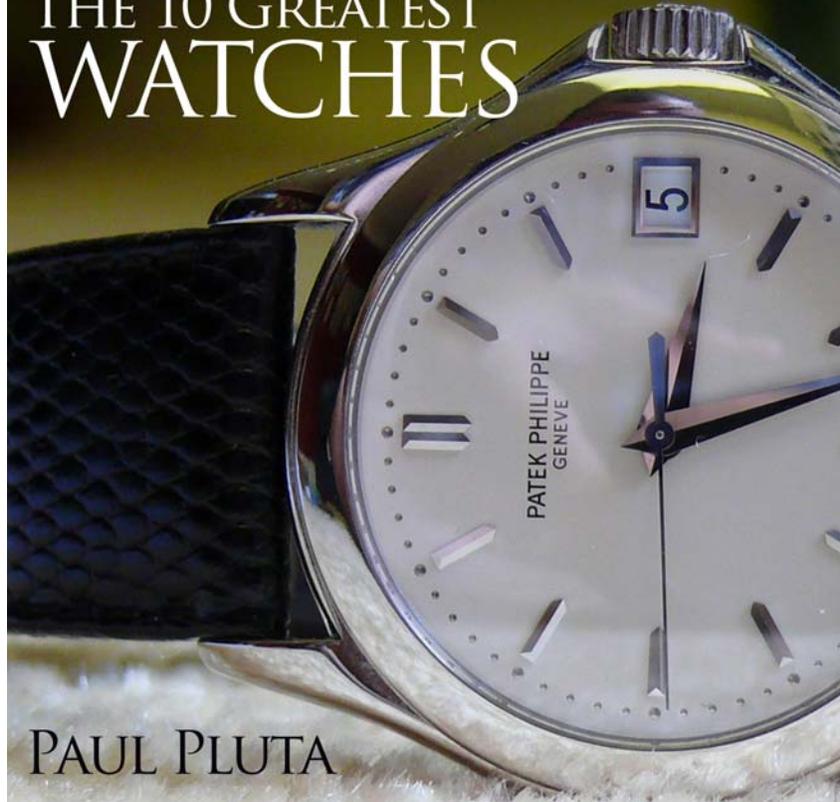


Luxury to Last

THE 10 GREATEST
WATCHES



PAUL PLUTA

Luxury to Last – The 10 Greatest Watches

Paul Pluta

Revision 10

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Free updates to this book can be obtained via my website:-
www.luxurytolast.com/updates.html

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Introduction

Thank you for reading my e-book about luxury watches. This is an excellent guide to choosing a luxury watch that passes the test of time. In this modern age of designer everything – luxury makers are releasing goods in areas that they never dealt in before; watches included.

What brands are true luxury?

What brands are simply cashing in on past prestige and glories?

Luxury to Last looks at the best watches for modern living.

I am a firm believer in buying quality items to last years instead of buying cheaper or lesser quality items that only last one or two seasons.

By smart buying you can enjoy the best quality items that can even increase in value over time.

I am also a firm believer in buying goods on the secondary (used) market. This involves either developing knowledge about the topic or utilizing the many second-hand dealers and shops that specialize in vintage luxury goods.

If you buy items on the secondary market and can be assured the item is genuine, there is no reason why you should ever lose money!

Genuine luxury goods are design icons which retain value and can provide the astute collector with the occasional financial windfall.

The secret is in knowing what not to buy - which is just as important as knowing what to buy. Hopefully this guide can act as a helpful addition to your already present passion for luxury goods.

If you love watches and other luxury goods please come to my free reference library website <http://www.luxurytolast.com>

Heaps of free information, product reviews, video clips and articles. Best of all it is all free.

Please feel free to email the author at:-

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Please also visit my sister website <http://www.collectinglouisvuitton.com> for heaps of free information about collecting Louis Vuitton item.

I also have heaps of free videos on <http://www.youtube.com> under the screen name – ARCHIELUXURY

The Ten Greatest Watches of all Time

"A gentleman's choice of timepiece says as much about him as does his Saville Row suit." - *Ian Fleming*

A watch is the one piece of jewelry that a man can wear on any occasion. The choice of timepiece is one of the best ways to express your individuality and style. In this modern world a designer timepiece is not a rite of passage anymore, and this has resulted in many high level people wearing a cheap watch. This is a great shame as a watch is an item you can use for years and then hand down to your children (with all its history).

I personally believe all people should have a \$4,000+ watch by the age of twenty-five. The watch does not need to be flashy or imposing; in fact the contrary is desirable. I am a firm believer in long established style icons.

The list of referenced watches includes a watch for all occasions. It is preferable to have a work watch and also a special "dress" watch. Personally I have gone for quality over quantity. It is far better to have two good pieces instead of half a dozen mediocre pieces. My choices have been for a steel Rolex sports watch and a white gold Patek Philippe Calatrava.

It was only after years of constantly changing/trading watches that it dawned on me that two or three classic pieces are all I really need. Once I obtained my Patek Philippe dress watch it all just fell together. Suddenly I did not need to impress anyone or show off. Part of the joy of owning a Patek Philippe is being part of an exclusive group of owners.

A quality watch is something to enjoy and cherish. The journey is often more important than the destination. With a quality time piece you also have an item which can be with you for a good part of your life. It then becomes an heirloom to pass on.

1) Patek Philippe Calatrava

Patek Philippe is to watches what Rolls Royce is to cars. Patek Philippe holds the title for being the best watchmaker in the world. There is a lot of truth in this claim; Patek Philippe is definitely one of a group of makers regarded as the best. The other top echelon Swiss names are: Audemars Piguet, Breguet, Vacheron Constantin and the German maker A. Lange & Sohne.

Patek Philippe is considered the best by most aficionados however all the above mentioned brands are special. The question of who is the best is subjective. It is like asking who makes the best car in the world. Is it Rolls Royce, Maybach or Bugatti? One thing is clear and this is that all these brands are special.

Patek Philippe pieces constantly sell at auctions for record high prices. These are usually for vintage pieces made in small numbers. Not all Pateks are extremely valuable. Many 1970s quartz Pateks have aged and are now out of flavor as they are quartz and also are in a dated design.

I have owned several quartz Pateks and they represent good value. The only danger is that an old quartz movement may fail and there is only one path for repair – the official Patek agent. This could make for an expensive repair.

The most famous model in the Patek range is the Calatrava series. This range was introduced in 1932 following the Bauhaus design rules of form and function. In my opinion a Calatrava in gold on a leather strap is the epitome of the perfect dress watch. I believe all models of Pateks would make an excellent addition to a collection. With this brand you simply cannot go wrong.

Most modern Pateks can be bought for a good discount on the used market. The key is knowing a few trustworthy vintage watch dealers. If the piece will be, however, your only Patek, buying new does also have merit. Due to Patek's annual volume being so low, stock is always hard to find.



Patek Philippe Calatrava 5107

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