

# The Unique Watches of ONLY WATCH

WITH THE INVALUABLE SUPPORT OF 40 OF THE MOST PRESTIGIOUS AND INNOVATIVE WATCHMAKERS, THE ONLY WATCH CHARITY AUCTION RAISED €4.5 MILLION FOR DUCHENNE MUSCULAR DYSTROPHY

BY ELIZABETH DOERR

**O**nly Watch has become an immovable fixture on the landscape of high watchmaking. This fourth edition took place on 23 September this year in Monaco during the annual Monaco Yacht Show, a spectacle without much equal in this city of superlatives.

Luc Pettavino first called the auction to life in support of the Association Monégasque Contre les Myopathies, which battles the rare Duchenne form of muscular dystrophy. Pettavino's son was the inspiration; he is one of the afflicted. At the time, he conceived the auction with Osvaldo Patrizzi, the founder of Antiquorum who later set up the Geneva auction house Patrizzi & Co. Patrizzi is no longer involved, but Antiquorum is still part of the successful auction, which has become a real marketplace for show-stopping timepieces. Collectors will find rarities here that can be had nowhere else, and the good news is that all proceeds go to a worthy cause. For the brands, the publicity that comes with the world tour before the main event, in addition to the auction itself, is worth every cent of donating a specially made watch.

## GROUP ASSOCIATIONS

In fact, Only Watch is such a big deal that the major groups participate relatively strongly. The Swatch Group was present with a total of four haute horlogerie brands: Breguet, Jaquet Droz, Glashütte Original and Blancpain. The Blancpain Villeret Grande Décoration is a unique piece outfitted with ultra-thin manually wound caliber 15B and hand-engraved by master engraver Marie-Laure Tarbouriech with a scene from Monaco's beautiful landscape. Glashütte Original chose an equally beautiful red-gold model for the auction: the Senator Chronometer created for the event is outfitted with a black and silver dial instead of the usual ivory-colored one, a deep-red-gold case with an onyx capping the crown, and a rubber strap.

The Richemont Group was duly represented, with contributions from Vacheron Constantin, Piaget, Montblanc and Van Cleef & Arpels. The latter donated a unique piece from the Poetic Complications line called From the Earth to the Moon, featuring a black jade dial dotted with stars and planets in champlevé enamel. The retrograde rocket on the right side of the dial

indicates the minutes, while the large star on the left displays retrograde hours. Montblanc's Villeret 1858 Vintage Pulsographe forms the base of the brand's second showing at Only Watch. Housed in 18K red gold, this version of the antique-styled chronograph is outfitted with a white dial in grand feu enamel; such a complicated piece of craftsmanship has not yet been attempted by this relative newcomer to the haute horlogerie scene. Vacheron Constantin also donated a unique enameled timepiece to the auction. A white-gold dial is embellished with red and white champlevé enameled doves — depicting the corporate colors of Only Watch — as symbols of hope and love.

LVMH was represented with contributions from Chaumet, Hublot, Louis Vuitton, TAG Heuer and Zenith. PPR's Gucci Group was also present at Only Watch with Girard-Perregaux, with a unique version of the ww.tc world-time flyback chronograph in a titanium and titanium oxide three-part case. The titanium oxide is visible on the ww.tc as the white caseband. The back is outfitted with a smoky sapphire crystal, revealing a view of the movement.



CLOCKWISE FROM LEFT  
The exceptional engraving on the movement of Blancpain's Villeret Grande Décoration, which sold for €42,000, as shown through the transparent caseback; MB&F's Horological Machine No. 4 Thunderbolt 'Flying Panda', which raised €170,000, was created with artist Huang Hankang and symbolizes a child's dream of flying as a way of escaping from muscular dystrophy; Romain Jerome's Rock the Rock DNA, with a dial made from the Rock of Monaco, sold for €11,000



## INDEPENDENT GENEROSITY

The independent companies were also out in full force. Bovet contributed a unique Amadeo Convertible 7-Day Tourbillon Dragon & Phoenix, which necessitated 300 hours of engraving and finishing work alone. This model is based on Bovet's very original convertible line, which debuted at Only Watch 2009.

Chopard donated a L.U.C Engine One Tourbillon with an engraved plate on the caseband proclaiming it an "Only Watch". The black and yellow dial is eye-catching and largely displays the mechanical finesse it is outfitted with: a one-minute tourbillon.

De Bethune's special-edition DB25 created especially for the auction features a flame-blued dial that seeks to represent the romantically starlit sky that occurred above Monaco on 8 January 1297, the night when the 105 stars in the sky guided François Grimaldi through the narrow streets of the Monaco fortress. The Orion and Gemini constellations are created by 14 invisible-set diamonds, while another 91 applied white-gold

stars form the background. This, of course, is in addition to one of the most unique movements in contemporary watchmaking.

Looking much like a timepiece for a Marvel Comics character, DeWitt proudly put its third concept watch to the buying public's test at Only Watch; the first, WX-1, was sold at Only Watch 2007. The new X-Watch continues the small brand's fascination with reversible watches; when this X-shaped element is released, the watch can be rotated to be worn with the opposite side showing. From the front, both the time and the one-minute tourbillon are visible. From the back, it is the movement with its signal-red plate and the time that are visible.

MB&F created a version of the Horological Machine No. 4 Thunderbolt called the Flying Panda. The Flying Panda, which has been making a virtual world tour along with the entire collection of Only Watch's unique timepieces, was expensive to manufacture, but has been utilized extremely well in a clever PR campaign

to draw attention to both the brand and the charity auction. "I don't want to speak for Max [Büsser, CEO of MB&F]," US president of MB&F Stephen Hallock recently revealed, "but I think this was simply a project he wanted to do regardless of the cost."

Romain Jerome has extended its DNA concept to create an ingenious unique piece for the charity auction. Rock the Rock DNA boasts a dial created from the west cliff of the Rock of

Monaco. The rock was extracted on 10 February 2011 by Philippe Mondielli, scientific director of the Prince Albert II Foundation, which is engaged in environmental protection. Additionally, the dial is decorated with two red lines depicting the latitude and longitude of the Mediterranean principality. The caseback is also engraved with a depiction of the Rock of Monaco.

### SWISS LOVE

The Franck Muller brand has participated in every edition of Only Watch to date. The Long Island Crazy Hours Totally Switzerland was created in honor of Swiss citizens living in the principality of Monaco, with the colors symbolizing both locations (the Franck Muller group also owns property in Monaco).

Frédérique Constant donated a boxed set of four timepieces, one for each member of a horologically minded family: a rose-gold Maxime Manufacture Automatic for dad; a diamond-set Amour Heart Beat Ladies with a heart-shaped cutaway in the dial as part of the word "amour" for mom; a Juniora Lady with diamonds for daughter; and a Junoira Chronograph for son. The handcrafted box housing the watches bears an engraved plaque commemorating Only Watch 2011.

### EXTRA-SPECIAL OFFERINGS

Celsius contributed the only object in the auction that is not purely a watch, even if it does carry the same sort of emotional bond as all the donated watches. Obviously, this may have been a concern for the auction's organizer. "When Mr Pettavino saw the quality of our products and understood where we wanted to go, I think his concern receded and he realized that Only Watch would benefit from having a product like ours as it would raise interest from new media [like tech magazines], hence presenting Duchenne muscular dystrophy to a new, and maybe younger, crowd," explained Edouard Meylan, co-founder and co-CEO of Celsius X VI II. Unlike Celsius' "serial" model by the name of LeDIX that is already available, this titanium phone outfitted with a 50-jewel movement showing the time, power reserve, second time zone and a large date using an Image Guiding System made of optic fiber, and an element called the Remontage Papillon which winds the watch element for 2.23 hours of reserve power every time the phone is opened, was created in collaboration with none other than Jean-François Mojon, creator of Harry Winston's Opus X and MB&F's new Legacy Machine 1. ★

### AUCTION RESULTS

The 2011 Only Watch auction raked in an outstanding €4,563,000 million, almost doubling the amount raised in the 2009 edition.

### TOP BIDS

1. Patek Philippe ref. 3939 stainless-steel minute repeater and tourbillon – €1.4 million
2. DeWitt Concept Watch No. 3 X-Watch – €410,000
3. Richard Mille RM 027 Tourbillon Rafael Nadal – €510,000
4. Bernhard Lederer Gagarin Platinum Flying Tourbillon – €300,000
5. Van Cleef & Arpels From the Earth to the Moon – €215,000



FROM LEFT De Bethune's 18K white-gold and diamond-set wristwatch with wandering hours, the 08-01-1297 DB25 Special Edition, raised €80,000 for the charity; Van Cleef & Arpels' beautifully decorated From the Earth to the Moon sold for an impressive €215,000

