

# Time is quite literally of the essence

## The Only Watch Auction

Every two years, a sumptuous collection of timepieces is brought together to raise vital funds for medical research into muscular dystrophy. Below, we preview this year's event, and in our next issue we will unveil some of the most exquisite watches ever made.



In 2009 this unique watch by Patek Philippe sold for €535,000.00

Sometimes, it takes the power of a community to create a force for good. When that community is a roll-call of the world's finest and most prestigious watchmakers – you have a powerful force indeed.

The reason they come together is to unite in a fight against a particular form of muscular dystrophy: 'Duchenne'. This debilitating neuromuscular illness affects one boy in 3500. Indeed, throughout the world around 250,000 children, teenagers and young adults are affected by this disease.

In 2011, the watchmaking community will hold the fourth 'Only Watch' auction. The previous auction in this bi-ennial event raised vital funds which were channelled to 15 scientific partners and their teams. These included some 90 researchers and clinicians in 5 countries (United States, France, Italy, United Kingdom and Switzerland).

In total, the auction raised a remarkable €3 million. One can only imagine the glittering array of timepieces that galvanised such passionate bidding – and will do so again, later this year.



Only Watch 2011 Group Picture

### THE 2011 AUCTION

The Auction takes place in September 2011, and the event received a royal launch at the close of last year when H.S.H. Prince Albert II of Monaco addressed the elite of the world's watchmakers.

Indeed, contributing to this year's auction are some of the world's most desirable brands:

BELL & ROSS - BLANCPAIN - BOVET FLEURIER  
BREGUET - CELSIUS - CHANEL - CHAUMET  
CHOPARD - CORUM - DE BETHUNE  
DELACOUR - DE WITT - FRANCK MULLER  
FRÉDÉRIQUE CONSTANT - GIRARD  
PERREGAUX - HARRY WINSTON - HERMÈS  
HUBLOT - IKEPOD/MARC NEWSON - JAQUET  
DROZ - LAURENT FERRIER - LOUIS VUITTON  
MAURICE LACROIX - MB&F - MONT BLANC  
PATEK PHILIPPE - PIAGET - RICHARD MILLE  
ROMAIN JÉRÔME - TAG HEUER - ULYSSE NARDIN  
URWERK - VACHERON CONSTANTIN  
VAN CLEEF & ARPELS - VULCAIN - ZENITH

Each auction gathers more momentum, and the collection will first embark on a world tour with stops in Asia, the United States and Europe. The auction catalogue will also be made available and iPhone and iPad apps to generate the widest possible participation in the event.



Frederique Constant Heartbeat collection set of 3 ladies watches €22,000.000