

TOP 10 LUXURY HOROLOGY WATCH BRANDS

1. Patek Philippe
2. Audemars Piguet
3. Vacheron Constantin
4. A. Lange & Söhne
5. Jaeger-LeCoultre
6. Rolex
7. Breguet & Fils
8. Girard-Perregaux
9. Blancpain
10. Cartier

1. PATEK PHILIPPE



Founded in 1851, Swiss brand Patek Philippe has set the standard for luxury timepieces for decades. Their watches are known for their craftsmanship, understated design, and masterful complications.

Famous wearers: Nicolas Sarkozy, Albert Einstein, Brad Pitt, Paul McCartney, Pablo Picasso

Price range: \$17,000-\$1.3 million

Most expensive Patek Philippe sold at auction: Henry Graves Jr.'s Super complication watch, sold in 2014 for \$24 million

2. AUDEMARS PIGUET



Swiss childhood friends Jules-Louis Audemars and Edward-Auguste Piguet began creating and producing watch movements in 1875. In 1881, after a few years of successful business, Audemars and Piguet founded their company. Since its inception, Audemars Piguet has continually innovated, creating the first minute repeater wristwatch, the first jumping second hand watch, the world's thinnest wristwatch, and more. Audemars

Piguet's complex, technologically advanced movements have been used by brands such as Bulgari and Tiffany & Co.

Famous wearers: LeBron James, Tom Cruise, Serena Williams, Jay-Z, Kylie Jenner

Price range: \$17,000-\$1.3 million

Most expensive Audemars Piguet sold at auction: Gold Perpetual Calendar Wristwatch sold for \$542,000 in 2015

3. VACHERON CONSTANTIN



Currently owned by the Richemont group, Vacheron Constantin began in 1755 in Geneva with 24-year-old master watchmaker Jean-Marc Vacheron. Highly-coveted, Vacheron Constantin timepieces combine the best in design, craftsmanship, complications, and heritage.

Famous wearers: Marlon Brando, Donald Trump, Kate Bosworth, Rick Ross

Price range: \$18,000 - \$6.5 million

Most expensive Vacheron Constantin sold at auction: King Fouad watch sold for \$2.77 million in 2005

4. A. LANGE & SÖHNE



Established in 1845 in Germany by Ferdinand Adolph Lange, A. Lange & Söhne became known for its prestigious pocket watches, often worn by European royalty. After decades of success, the brand was expropriated by the East German communist government in 1948 and the Lange family was forced to leave the business. In 1990, 145 years to the day since the founding of A. Lange & Söhne, the great-grandson of Ferdinand Lange brought the brand back to life. Since its resurrection, the company has been acquired by the Richemont group and has achieved immense success.

Famous wearers: Vladimir Putin, Carmelo Anthony

Price range: \$18,000-\$2.5 million

Most expensive A. Lange & Söhne sold at auction: Platinum Tourbillon wristwatch sold for \$333,000 in 2005

5. JAEGER-LECOULTRE



Jaeger-LeCoultre timepieces are best-known for their impressive complications and intricate, innovative movements. Since its creation in 1833, Jaeger-LeCoultre has supplied movements to some of the most prestigious watch brands, including Patek Philippe, Audemars Piguet, and Vacheron Constantin.

Famous wearers: Robert Downey Jr., January Jones, Matt Damon, Queen Elizabeth II

Price range: \$5,000-\$2.5 million

Most expensive Jaeger-LeCoultre sold at auction: Atmos 561 sold for \$425,000 in 2013

6. ROLEX



Established by 24-year-old Hans Wildorf in 1905, Rolex has since become a household name. Beyond their identity as status symbols, Rolex watches are prized for their craftsmanship and reliability. Some of the most iconic figures in history have been known to sport Rolex watches.

Famous wearers: James Bond, Martin Luther King, Dalai Lama, Paul Newman, Elvis Presley

Price range: \$5,000-\$680,000

Most expensive Rolex sold at auction: Paul Newman's Rolex Daytona sold for \$17.8 million, breaking the record for the most expensive watch ever sold at auction. Also, Bao Dai Rolex sold for \$5 million in 2017.

7. **BREGUET & FILS**



Abraham-Louis Breguet, a budding watchmaker, founded his company in 1775 in Paris. Breguet aimed to mix beautiful design with innovative technology. Breguet invented the first wristwatch, the first self-winding watch, the first pare-chute shock-absorption system, the first minute repeater's gong spring, the first tourbillon, and more.

Famous wearers: Marie Antoinette, Napoleon Bonaparte, Winston Churchill

Price range: \$7,000-\$420,000

Most expensive Breguet sold at auction: No. 2667 Precision Stop Watch from 1814 sold in 2012 for \$4.7 million

8. **GIRARD-PERREGAUX**



Girard-Perregaux dates back to 1791 in Switzerland, when Jean-Francois Bautte began creating luxury timepieces. In 1852, watchmaker Constant Girard founded Girard-Perregaux, and in 1906 he merged with Bautte's workshop to create the Girard-Perregaux company known today. Some of Girard-Perregaux's most popular timepieces include the 1966 collection, the Hawk, the 1945, and the recently-reintroduced Laureato.

Famous wearers: Hugh Jackman, Kobe Bryant, Quentin Tarantino, Pierce Brosnan

Price range: \$5,000-\$620,000

Most expensive Girard-Perregaux sold at auction: 2013 sale of 1945 Jackpot Tourbillon for \$176,000

9. BLANCPAIN



The oldest still-active watch company in the world, Blancpain is famous for its exclusivity—only about 30 watches are made per day. Blancpain has never produced a single quartz watch and vows to never produce watches with digital displays. The company's commitment to producing only the highest quality timepieces are what keeps its items so popular today.

Famous wearers: Vladimir Putin, Francis Ford Coppola, Jacques Cousteau

Price range: \$7,500-\$1.8 million

Most expensive Blancpain sold at auction: Marilyn Monroe's cocktail watch sold for \$250,000 in 2016

10. CARTIER



Cartier, widely recognized for its jewelry and wristwatches, was founded in Paris in 1847 and was one of the first brands to make wristwatches fashionable. Today, Cartier is owned by Richemont and continues to make a name for itself in the luxury timepiece world. In early 2017, Cartier announced it would be bringing back their famed Panthère watch, adding to their already exciting array of watches available for purchase.

Famous wearers: Princess Diana, Jackie Kennedy, Cary Grant, Audrey Hepburn, Angelina Jolie

Price range: \$2,300-\$2.8 million

Most expensive Cartier watch sold at auction: Panther Bangle Watch sold for \$660,000 in 2015

WHAT MAKES A WATCH VALUABLE?

There are a few primary factors that work together to affect the value of a collectible watch:

1. Brand – Certain brands, including the majority on this list, fetch a premium on the market.
2. Model – Rare or limited-edition models are more valuable than models that are in high supply on the secondhand market.
3. Condition – The better the condition of a timepiece, the more it is worth.
4. Date of Manufacture – Antique luxury models can fetch a high price on the market.
5. Market Conditions – Depending on what styles and brands of watches are in high demand, the value of the watch will differ.