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VALUATIONS**

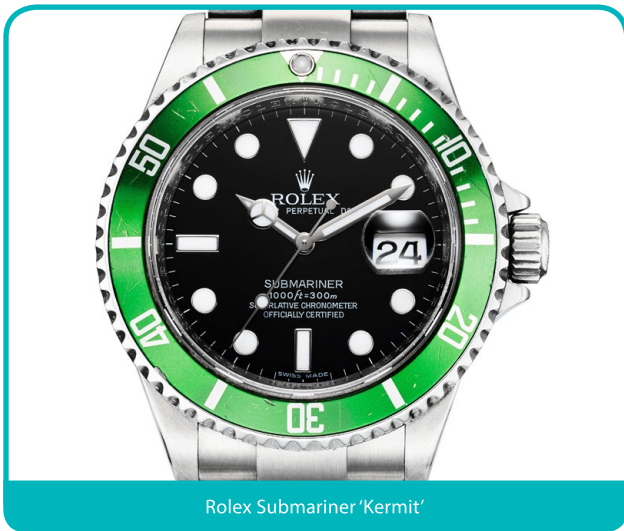


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THE ONE THAT GOT AWAY..

The world of watches is not only a fascinating one, but also a frustrating one. For example in 2014 had I known that the world of Rolex sports watches would have become such a lucrative market place I would have purchased their entire stock and waited for the elevated position that their most desirable watches currently occupy.

There are of course limited runs of pieces that you always would like to own, but only when as it transpires, they are all sold out and you are late to the party – this is a classic situation with the Rolex Submariner with the famous green bezel...



Rolex Submariner 'Kermit'

The year was 2009 and a Rolex Submariner was known to be one of the most desirable sports watches on the planet with... wait for it, sometimes a waiting list if the authorised dealer of your choice didn't have the model you required, fast forward to today – you would almost be laughed out of a dealer if you asked to buy a brand new Submariner – it is that popular.

Rolex had made a bold move, they had issued the fairly conservative Submariner with a green bezel. Instantly every Rolex aficionado let it be known how appalled and disgusted they were that such a great mark could do such a thing.

So, back to that year of 2009 when I happened to be speaking to a Rolex dealer, whom shall remain nameless when I was offered the 'Kermit' (I don't think Rolex nicknames were such a big thing then) for the unimaginable price of £4,800, and if I took two of them then it would come with a discounted price of £9,000.

Fast forward to this moment in time and the green bezel Submariner is one of the most desirable watches on the planet, with similar incarnations such as the 'Starbucks' and the 'Hulk' offering buyers additional variations on a theme, with secondary market figures varying from £18,000-£25,000 each.

The next incident is actually ongoing and may well change over the next year, but currently one of the hottest pieces on the secondary market is the Swatch and Omega collaboration the 'Moonswatch'. A 'bioceramic' (basically plastic) quartz watch in the manner of the Omega classic moonwatch.

Announced on the internet with 48 hours' notice, the range of watches instantly became the most sought after item from either Swatch or Omega with Swatch boutiques having to close and call in for police security after mobs started storming the little shops all around the world – the demand was so huge they had to apologise.



Moonswatch

Within hours the watches were appearing on secondary market sites for up to £3,000 – and considering this was a £200 watch, it seemed rather sad and cynical however.

The one thing that we can be sure of though is that the watch market will be constantly reinventing itself with new and different ways to attract buyers and collectors and as long as this keeps happening, no doubt I will always be looking to make sure no more items get away!

Call us today to enquire about an appointment on **01883 722736** or email **enquiries@doerrvaluations.co.uk** or visit our website **www.doerrvaluations.co.uk**