

THE LUXURY BUSINESS MAGAZINE FOR ASIAN ENTREPRENEURS

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Watch buyer's guide

NADEEM SARWAR, DEPUTY MANAGER AT MARCUS WATCHES, EXPLAINS WHAT YOU SHOULD CONSIDER WHEN MAKING AN INVESTMENT IN A WATCH

What should one look for when choosing their first luxury watch?

You should consider what you want to wear rather than buying something which is heavily advertised. The advice we always give to our clients is to go out there and try watches on your wrist. A watch in a picture or on a website might look totally different when on your wrist.

Which are the popular entry level luxury watches sold at Marcus?

That's a very difficult question to answer! Watch buying is such a subjective experience and entry level varies from client to client depending on budget, but if you're asking what are the most popular entry level watches sold at Marcus it has to be Audemars Piguet and Hublot.

If you're thinking about buying a watch as an investment where should you start?

If you are looking for an investment – forget it! The only chance you have of making money is by buying the very best and taking a long term view. My advice would be to go for something new, something you like, rather than looking for an investment.

How can you predict how much a watch will be worth in the future?

You cannot predict what anything will be worth in the future. If you buy something very unique it has the chance of being more valuable in the future. Patek Philippe used to be one option. Rolex is still hot, however the best short term bet is Audemars Piguet, which we consider seriously undervalued.

Which brands are safe bets?

Rolex, Patek Philippe and Audemars Piguet are the safest, however, there is no such thing as a safe bet! A good comparison would be mining stocks that used to be flavour of the month, but have recently dropped by 50% in the last six months.

Are there any newer brands that are worth investing in?

Up and coming brands that we like very much, and are worth considering are Greubel Forsey, Ressence and MB&F.

How much should you expect to pay for a collector's piece?

It depends on your budget. It is important to decide how much you feel that the piece is worth and how much you are prepared to pay for it.

Should you pay more for limited editions?

There is no reason to pay more for a limited edition. They can be a good investment if they are sold within six months, however if they are kept for any longer they generally go down as a new one is released. Limited Editions are produced in a limited series of a certain number and therefore once that series has sold out they will not make any more of the same model.

What advice would you give to someone who was looking to buy a classic watch that will hold its value?

Take advice from a reputable dealer or auction house and buy for pleasure not an investment. Watches are like any other commodity – the value can go up or down according to fashion. A classic example of this is antique furniture, silver and old

masters, which for the most part have not gone up in value over the last 30 years. Contemporary art is a huge bubble and who knows what will happen in the future.

We can have an idea of trends, but anybody who tells you that a particular watch is a sure-fire investment will find it difficult to give you a guarantee that should you wish to sell the watch back that you will get the purchase price refunded.

Find out more at marcuswatches.com or visit Marcus, 170 New Bond Street, London.

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