

MARCUS

Serious horologists take note – stepping inside this New Bond Street store will do some serious damage to your hedge fund...



MARCUS MARGULIES, the eponymous face behind the Marcus store on New Bond Street, has long been acknowledged as one of the best talent spotters in the business, and his eye for exceptional horological designs rarely falters. The store is testament to this – inside is probably the largest selection of Audemars Piguet Royal Oak models in Europe, which are joined by limited edition Hublots and pieces from Urwerk, MB&F and Greubel Forsey among others. Not that he

pays much attention to big names, instead relying on instinct and his recognition of good design. "What's most important when choosing pieces is that I like them," he states. "They've also got to be reputable manufacturers. It's the same if you buy anything – if you've been in the trade a long time you should know the difference between good and bad. It's not meant to be arrogant, but I've been in the business for 50 years, so I ought to know what I'm doing."

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Indeed he does. Originally opening the shop in order to sell the stock he had accumulated, he sold a lot of products only available in limited numbers. "I'm not a mass person," he explains. "I believe in quality and individuality. It's worrying that if you look down Bond Street it could be a street anywhere in the world, with the same brands and the same advertising. The customer isn't given the chance to buy what he wants. The idea is the person that comes here doesn't get spoon fed, but what they do

get is a great deal of knowledge and personal service."

It's this focus on service that keeps customers coming back, with the attention surrounding quality over brand names appealing to many a customer. "I don't understand the man who tells me he only collects one brand of watches – they probably don't have any confidence in their own taste and it's sad for them. I think if you buy watches for investment you're doing the wrong thing. If you buy something expensive, you should take the time to find out what you're buying." And when we do accumulate a carefully curated collection, what should we do with it? "Give them to your children," Margulies says. "Not that my children want my old watches. For someone who's been in the trade as long as I have, I don't actually have that many."

So what does the future hold? "I'm involved less and less in the business – I've got a bigger ego than most of the brands," he says. "I have customers I care about and I motivate everyone, but I'm not giving up the rest of my life to run around everyone else – they should be running around me at my age." Indeed they should, and, big ego aside, if there's one thing Marcus is, it's honest – and we love it.

marcuswatches.com



Knowledge and personal service comes as standard at the store, helping customers select watches for their own tastes – as opposed to what they feel they should be buying

