

# Marcus

*The most important collection of watches in the world*

The Marcus boutique, named after its founder Marcus Margulies, is a veritable Shangri-La for watch enthusiasts, especially those eager to acquire something new and unusual. There's really nothing ordinary to report about the store, or indeed its owner Marcus, whose unconventional character is just as inspiring as his thrilling collection of watches.

'The mistake many people make about Marcus, is that they treat him like a normal person,' says Jean Claude Biver, CEO of TAG Heuer and Hublot.

Unlike most curators of luxury goods, Marcus rejects the increasingly corporate world and continues to make decisions governed purely by his passion for extraordinary timepieces: an attitude that sadly died out some 30 years ago in the world of watchmaking. To that end, Margulies and his collection remain resolutely individual and unpolluted by mass-consumerism.

'What Marcus has cannot be learned. There is an innate love of quality, a sense of daring and a self-confidence that is, to be honest, rather enviable. Then there is the experience, a lifetime of it,' says Nick Foulkes.

For more than 80 years, the Margulies family has been at the frontline of Swiss watchmaking and, for the last decade, Marcus has been widely acknowledged as home to the world's best in haute horology. Margulies' standards are now so elevated, in fact, that he's only truly excited by the rarest, most exotic pieces: tourbillons, perpetual calendars and minute repeaters make him tick, not mere bling.

He isn't boasting when he says, 'Our store



ABOVE: MB&F Melchior Light Edition  
LEFT: Urwerk UR105TA Black Orange



MB&F LM101 Frost in Rose Gold

carries more tourbillons and minute repeaters than any other in London.' He's merely stating fact. His love of mechanical Swiss-made timepieces has never waned, and his penchant for high complications has become the trademark of his enviable brand.

Based at the heart of the luxury retail district (New Bond Street), the store itself is split over an imposing four floors, in a steel and glass palace created by Eva Jiricna, a well-known Czech architect. Fitting quarters for 'the most important collection of watches in the world', as expounded by the company's slogan.

Among the store's treasures are the largest selections of Hublot Big Bangs in Europe. Not to mention an extensive range of Audemars Piguet (the hardest to find Royal Oaks, of course), Urwerk, MB&F and Greubel Forsey, to name but a few.

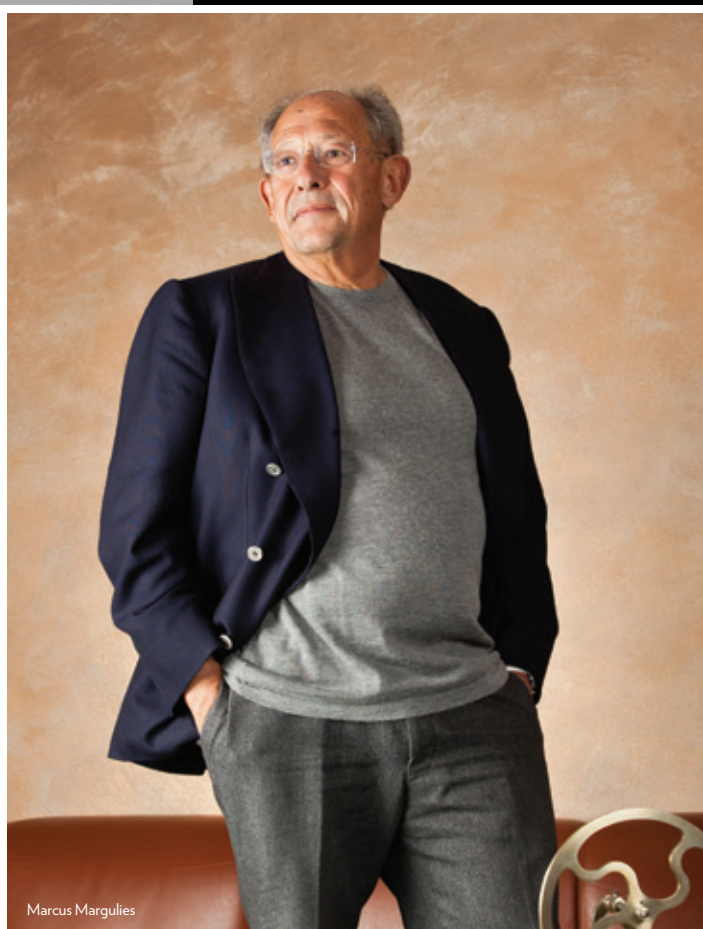
A separate room contains the most impressive models. It's the only place in the UK where you'll find limited production Urwerk, MB&F and Greubel Forsey, displayed in a custom-built Buben & Zorweg wall that actually winds the watches.

Unlike your average store, you can retreat to the backgammon room to consider your purchase, or simply take respite from the maelstrom of Bond Street in the private cinema. There's even a well-stocked wine cellar to calm your nerves when making one of the biggest investments of your lifetime.





Greubel Forsey GMT in Platinum with Rose Gold Dial



Marcus Margulies

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Margulies’ exceptional dedication to watchmaking extends as far as actually sourcing the talent behind the creations. He takes it upon himself to go in search of up-and-coming watchmakers and he’s often the first to spot and support budding inventors. As a result, the past few years have seen radical models – which eschew both hands and dials – added to his magnificent collection.

The secret to Marcus’ success, according to the man himself, is following his instinct and basing his final choice on knowledge and emotion. ‘Emotion cannot work without knowledge and knowledge without emotion. The combination of both is irresistible to an individualist,’ he says. ‘I have never been afraid to make mistakes and the Marcus boutique is a vital part of that philosophy.’

The great news is that you don’t have to be a serious contender to see this spectacular gallery. Social media has attracted watch aficionados from around the globe to the boutique, many of whom have no such means but, as Marcus says, he is always happy to show off his collection to a kindred spirit.