

MR PORTER | PHILLIPS | THE RAKE

PRESS RELEASE

PHILLIPS Watches Announces a Groundbreaking Thematic Fall 2018 Auction in New York

STYLED: Timeless Watches and How to Wear Them

In Partnership with MR PORTER and THE RAKE

5 December Watch Auction to Feature Exceptional Vintage and Modern Timepieces,
Matched with Essentials of Men's Style



MR PORTER's *Business Look*



THE RAKE's *Goodwood Look*

OCTOBER 2018 – PHILLIPS is pleased to announce a partnership with MR PORTER and THE RAKE for its upcoming watch auction in New York. On 5 December, PHILLIPS in Association with Bacs & Russo will host its second watch auction in New York, offering 121 collectors' watches of the highest caliber. A first-of-its-kind evening sale, the award-winning online destination for men's style, MR PORTER, and the leading men's lifestyle magazine and pioneering e-commerce platform, THE RAKE, will curate a selection of tailored looks to be showcased alongside exceptional vintage and modern timepieces in both the catalogue and PHILLIPS' New York Gallery.

Leaders in their respective domains, PHILLIPS, MR PORTER, and THE RAKE recognized a natural synergy between the three brands, with a partnership providing each audience with a new perspective on their context within the market. Through an international tour, leading up to the auction on 5 December, the brands will bring together the finest clothing, accessories, and watches to their clientele in a unique setting. The iconic watches of the sale will be sorted into 12 different

style categories, including the basics of a man's wardrobe such as business, evening, and casual wear, but also special events in a man's life, such as what to wear at Goodwood, Wimbledon, and of course, a watch enthusiasts' gathering. MR PORTER and THE RAKE will coordinate stylized looks in accordance with these familiar themes, featuring clothing and accessories that can be purchased through each of their platforms. These 12 themes will appear in both the auction catalogue and in PHILLIPS' New York Gallery as immersive vignettes placed throughout the exhibition, taking place from 30 November to 5 December.

With watches ranging in price from \$4,000, and some offered without reserve, highlights of the exceptional watches to be auctioned include:



Rolex 'Big Crown' Submariner, Ref. 6538
An extremely rare stainless steel wristwatch with "four liner" glossy dial, original box, guarantee, and chronometer certificate, circa 1957
Estimate: \$300,000-600,000



Patek Philippe 'Tasti Tondi' Chronograph, Ref. 1463
A very rare and well preserved stainless steel chronograph wristwatch with two-tone dial, circa 1946
Estimate: \$300,000 to \$500,000



Rolex Cosmograph Daytona, Ref. 6239
A historically important Paul Newman Daytona awarded to the winner of the 1969 Daytona 500, circa 1967
Estimate: \$150,000 to \$300,000



Audemars Piguet Royal Oak Concept, Ref. CW1.
An exceptional and very rare limited edition wristwatch with tourbillon and dynamographe, circa 2004
Estimate: \$90,000 to \$120,000



Patek Philippe, Ref. 5078P-013
A possibly unique, platinum, self-winding minute repeating wristwatch with blue 'soleil' dial with boxes, papers, and certificate, circa 2009
Estimate: \$250,000 to \$500,000



IWC Portugieser, Ref. 325
A rare, exceptionally well-preserved, and oversized stainless steel wristwatch with black lacquered dial and luminous numerals, circa 1942
Estimate: \$80,000 to \$120,000



MR PORTER's *Watch Enthusiasts' Gathering* Look

Aurel Bacs, Senior Consultant, and **Paul Boutros, PHILLIPS' Head of Watches, Americas,** jointly said, "Understanding that the world of vintage and contemporary collectors' watches can be intimidating, it has always been PHILLIPS' mission to make fine watches easily accessible, allowing novice and experienced collectors alike to easily discover, fall in love, bid on, purchase, and enjoy watches in complete confidence through our auctions. MR PORTER and THE RAKE, both leaders in the field of men's style, share in our vision with their dedication to making the world of premium fashion and tailoring accessible for all, and we're delighted to partner with them. Now bringing together men's style and collectors' watches for the first time in the same auction, we are excited to jointly celebrate quality, style, enduring value, and timeless design."

Toby Bateman, Managing Director, MR PORTER, said, "At MR PORTER we have always considered watches to be a key component of stylish outfit, and in recent years the two worlds of men's style and luxury watches have become more and more intertwined. Vintage is not only an area of interest for any watch enthusiast but increasingly influences the world of modern watches too. The PHILLIPS team have undeniably blazed a trail in this respect, with last year's Paul Newman auction being a pivotal moment. We are thrilled to partner with PHILLIPS and THE RAKE in what will be a unique event, bringing some remarkable timepieces together with a specially curated selection of outfits which have been "Styled" for specific occasions in a modern gentleman's life."

Wei Koh, Founder of THE RAKE, said, "It's our pleasure to collaborate with MR PORTER and PHILLIPS on this incredibly interesting, exciting and thrilling new venture. I think what's fascinating about this is the idea that the Phillips team, led by Aurel Bacs, wanted to theme their auction not around watch-specific themes but around the 12 most elegant moments in a man's life and to bridge watch collectors with people who are lovers of the sartorial arts or lovers of contemporary fashion, by uniting with MR PORTER and with ourselves. And I think that that is really interesting and very exciting because you're now taking demographics that cross over, but also really compelling them much more meaningfully towards one another."

In addition to the exhibition in New York, which will run from 30 November through 5 December, highlights from this New York watch auction will tour in London, Geneva, Los Angeles, and Hong Kong.



THE RAKE's *Evening* Look



MR PORTER's *Business* Look



THE RAKE's *Goodwood* Look

[Click here for an exclusive interview with Toby Bateman, Managing Director, MR PORTER, on Collecting Vintage Watches.](#)

[Click here for images from Styled.](#)

Watch images should be credited to PHILLIPS. Fashion images should be credited to MR PORTER and THE RAKE, respectively.

Auction: Wednesday, 5 December 2018 | **Location:** 450 Park Avenue, New York

Tour Dates:

London – 26-29 October

Geneva – 8-11 November

Los Angeles – 16-17 November

Hong Kong – 22-27 November

New York – 30 November – 5 December

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ABOUT PHILLIPS IN ASSOCIATION WITH BACS & RUSSO

The team of specialists at PHILLIPS Watches is dedicated to an uncompromised approach to quality, transparency, and client service, achieving a sale total of \$112 million in 2017 – its second consecutive year as the worldwide market leader in watch auctions.

Noteworthy record-breaking prices include:

- 1 Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894/US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any wristwatch at auction.
- 2 Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 /US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a Patek Philippe wristwatch at auction.

ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and lifestyle brands, including own labels Mr P. and Kingsman. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, The Journal, its bimonthly newspaper, The MR PORTER Post, and its bite-sized, several-times-a-day digital news source, The Daily. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet, and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

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ABOUT THE RAKE

Founded in 2008, The Rake is the world's preeminent publication dedicated to the education and empowerment of style. Recapturing the codes of classic men's elegance, The Rake is inspired by icons such as Cary Grant, Gianni Agnelli, Sean Connery and their contemporary counterparts. It provides incisive, in-depth commentary on menswear and the many other elements of gentlemanly living, from manners and ethics to art and design, travel, the intellectual and the philosophical, homes, modes of transport, entertainment, food and drink. As an extension of the magazine, TheRake.com is a pioneering luxury e-commerce platform, offering an expertly curated offering of tailoring, shirts, accessories, footwear, luggage and watches, as well as exclusive collaborations with the most brilliant artisans and brands in the world. The shopping experience is enriched by our editorial approach, allowing our customers to read illuminating stories about the design and influences behind each product. The Rake is the modern voice of classic elegance.

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PRESS CONTACTS:

PHILLIPS NEW YORK – Paul Lerner, *Consultant*

PHILLIPS NEW YORK - Jaime Israni, *Senior Public Relations Specialist*

PHILLIPS GENEVA – Asta Ponzio, *PR Consultant*

MR PORTER – Mark Blundell, *Senior PR Manager*

MR PORTER – Jeffrey Trosch, *US Head of PR*

THE RAKE – Tom Chamberlin, *Editor*

THE RAKE – Drew Laidlaw Hoare, *Marketing Director*

plerner@optimistconsulting.com

+1 917.698.9998

jisrani@phillips.com

+1 212 940 1398

aponzo@phillips.com

+41 79 961 85 66

mark.blundell@mrporter.com

+44 020 3471 5491

jeffrey.trosch@mrporter.com

+1 646 740 6792

tom@therakemagazine.com

+44 0203 752 8883

drew@therakemagazine.com

+44 0203 752 8882

PHILLIPS NEW YORK - 450 Park Avenue, New York, NY 10022

PHILLIPS LONDON - 30 Berkeley Square, London W1J 6EX

PHILLIPS HONG KONG - 14/F St. George's Building, 2 Ice House Street Central Hong Kong

PHILLIPS GENEVA - Hôtel La Réserve, 301 Route de Lausanne, Geneva

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