

CHRISTIE'S

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FOR IMMEDIATE RELEASE

A BREAKTHROUGH FOR CHRISTIE'S WATCHES

JOHN REARDON JOINS CHRISTIE'S AS HEAD OF WATCHES FOR NEW YORK



John Reardon



Reginald Brack

REGINALD BRACK ESTABLISHES NEW ROLE AS DIRECTOR OF PRIVATE SALES FOR WATCHES

New York – In response to the overwhelming growth and success of Watches sales, Christie's International, the global leader in the world of fine and rare wristwatches, is pleased to announce **John Reardon** has been appointed to lead its New York Watches Department as Senior Vice President, Head of Department. In this capacity, Mr. Reardon will bring his experience in watch auction, retail, distribution, marketing, and management together to form a cohesive plan to further develop the New York *Important Watches* auctions. In his role, Mr. Reardon will work closely and partner with Douglas Escribano, Christie's veteran of sixteen years and Head of Sale for New York.

A recognized watch expert with over sixteen years in the industry, Mr. Reardon comes to Christie's with previous posts at Patek Philippe USA, where he served for a decade in various sales, marketing and training roles and Sotheby's auction house where he served as a senior vice president and senior specialist in the Watches department. Additionally, Mr. Reardon is a curator to several important private and corporate collections and is well known for his academic and methodical approach to collection building.

Mr. Reardon is a regular contributor to leading watch blog *Hodinkee* and *ForbesLife* magazine as well as a contributing writer for the 'Life and Times' feature article in the *Patek Philippe* magazine. His first book *Patek*

Philippe in America: Marketing The World's Foremost Watch was published in 2008 followed by the *Patek Philippe Reference Guide: Men's Wristwatches* (2010) and the *Reference Guide: Ladies' Watches* (2012).

Christie's is also delighted to announce **Reginald Brack** has been appointed the Vice President and Director of Private Sales – Watches. Mr. Brack joins Christie's with many years of experience as an auction consultant and curator of world-class private collections. In his role, Mr. Brack will work one-on-one with clients around the world to meet a variety of collecting needs, from acquiring a specific watch to buying or selling outside the auction timeline. Mr. Brack will work closely with our international team of specialists and build on the superior quality, discretion and expertise that have been hallmarks of Christie's Watches Department.

Mr. Brack's expertise spans from vintage to modern watches from the finest names in luxury horology with a particular specialization in vintage Rolex and Patek Philippe. He previously served as a Development Executive for Warner Brothers Feature Films, as well as a real estate developer and entrepreneur.

"We are thrilled to welcome John and Reginald to the Christie's International Watches team," said Aurel Bacs, International Head of Watches. "Coming off the heels of record breaking sales in our salerooms on 3 continents, I am eager for John to bring his diverse set of skills and deep knowledge of the industry to Christie's New York flagship saleroom in Rockefeller Center. Reginald, in his passion for collectible wristwatches and keen understanding of both retail and auction markets, will offer clients an exceptional experience with Private Sales. Both gentlemen represent the best of our industry and exemplify the highest level of professionalism and enthusiasm toward watches. They are the perfect fit for our first class international Watches department."

John Reardon and Reginald Brack join an experienced, high profile team of watches specialists based around the globe, including Aurel Bacs, International Head of Watches, Sam Hines, Head of Watches for Hong Kong, and Douglas Escribano, Head of Sale for New York. Mr. Reardon and Mr. Brack will report directly to Aurel Bacs.

FALL CALENDAR – IMPORTANT WATCHES AT CHRISTIE'S

11 November	Important Watches	Christie's Geneva
27 November	Important Watches	Christie's Hong Kong
17 December	Important Watches	Christie's New York

CHRISTIE'S
PRIVATE SALES

We are also excited to announce **Private Sales, Watches will be displayed throughout the summer in the main lobby of 20 Rockefeller Plaza**. Reginald Brack is available to assist clients with any one of these exquisite timepieces to try on, ask questions, and purchase on the spot.



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About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2012 that totaled £3.92 billion/\$6.27 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £631.3 million/\$1 billion in 2012, an increase of 26% on the same period last year.

Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led in growth markets such as Russia, China, India and the Middle East, with successful sales, exhibitions and initiatives in Moscow, Baku, Beijing, Mumbai, Delhi, Jeddah, Abu Dhabi, Doha and Dubai.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

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