

CHRISTIE'S

PRESS RELEASE | DUBAI
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WATCH AUCTION AT CHRISTIE'S DUBAI 96% SOLD

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ESTABLISHED HIGHEST TOTAL EVER
ACHIEVED IN A DUBAI SALE AT
\$1,591,750 / AED5,844,906



Jussi Pylkkanen, President Christie's EMERI, selling the first lot of the re-launched watch auction in Dubai

Dubai - Christie's re-launched Dubai auction of Important Watches was 96% sold by lot and made a total of \$1,591,750/AED5,844,906. It is Christie's highest watch sale result established in the Middle East. The top price of the sale was paid for an impressive 18karat white gold and diamond set wrist watch by Piaget which sold for \$106,250.

Frederic Watrelot, regional watch specialist for Christie's, commented: *"We couldn't have hoped for a better response from clients to this our first sale in the category since 2010. The results speak for themselves with almost every watch offered selling, a demonstration of the appetite for watches from clients in the region. This was borne out in the statistics which showed that 85% of the buying came from clients based here in the Middle East. In a broad, healthy and ever growing market, we were able to offer examples of all the major watch brands mixed with a small selection of vintage watches. A packed saleroom combined with active online participation, busy phone lines and a great response during the pre-sale exhibition has generated these stellar sell-through. Christie's recipe of sourcing quality pieces, pricing them accurately, presenting them to the right audience, in the right place and at the right time has led to this success".*

UPCOMING SALES OF IMPORTANT WATCHES AT CHRISTIE'S

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

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