

CHRISTIE'S

PRESS RELEASE | GLOBAL | 31 MARCH 2015 | FOR IMMEDIATE RELEASE

CHRISTIE'S WATCH SHOP ANNOUNCES ROLEX BOX AND PAPERS SALE



- BEGINNING TUESDAY, MARCH 31
- FEATURING 23 VINTAGE ROLEX WRISTWATCHES WITH ORIGINAL AND COMPLETE KITS
- AVAILABLE FOR IMMEDIATE PURCHASE ON CHRISTIE'S ONLINE BOUTIQUE OF RARE, VINTAGE, AND LUXURY TIMEPIECES

WWW.CHRISTIES.COM/WATCHSHOP | [#CHRISTIESWATCHES](https://twitter.com/CHRISTIESWATCHES)

New York / London / Hong Kong – Christie's announces *Rolex Box and Papers Sale*, an online-only sale of 23 rare and vintage Rolex wristwatches beginning March 31 on Christie's Watch Shop. Launched in May 2014, the Watch Shop is Christie's first luxury retail boutique of rare, vintage, and luxury timepieces available for immediate purchase all year round.



The impressive selection of timepieces is led by a black dial *Rolex, "Big Red" Reference 6263*, circa 1978 (*illustrated left*; price: \$58,000) with additional highlights including discontinued *Explorer I* and *II*, *GMT*, *Sea-Dweller*, and *Submariner* examples. Among the modern highlights of the sale is a *Rolex, Reference 116509 Daytona* in white gold with a unique meteorite dial. Furthermore, the sale offers a collection of *new old stock* discontinued Sport wristwatches. Prices range from \$4,500 – 58,000.

"Christie's Watch Shop, which launched in May 2014, is the first luxury retail platform for us and has been an exciting addition to the world of watches here at Christie's. The thematic sale of Rolex Box and Papers features a total of 23 Rolexes, spanning from the 1960s to present day, each with its complete set of original box, certificate, booklets and accessories. We anticipate this to be an exciting and enjoyable event for Rolex and watch aficionados alike," comments **Reginald Brack, International Head of Retail, Watches**.

ADDITIONAL HIGHLIGHTS INCLUDE



ROLEX, REFERENCE 1803 DAY-DATE
CIRCA 1966
PRICE: \$16,000



ROLEX, REFERENCE 1603 DATEJUST
CIRCA 1971
PRICE: \$4,900

PRESS CONTACT: GABRIEL FORD | +1 212 492 5704 | GFORD@CHRISTIES.COM

About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2014 that totalled £5.1 billion / \$8.4 billion, making it the highest annual total in Christie's history. 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 around 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 & Contemporary, Impressionist & Modern, Old Masters and Jewellery. Private sales totalled £916.1 million (\$1.5 billion).

Christie's has a global presence with 53 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, New Delhi, Mumbai 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.*

###

Images available on request

FOLLOW CHRISTIE'S ON:

