

## PETER MACHLUP PROMOTION



# fine time

EVERYONE HAS THEIR OWN DEFINITION OF PERFECTION. FOR JEWELLER PETER MACHLUP, IT'S A SERIOUS TIMEPIECE

**Who is he?** I am the fourth generation of a family of jewellery traders, but my passion has always been watches, which I collected from an early age. I initially worked as a jewellery designer but soon realised watches were my true passion, so I chose to deal in them.

**What does beauty mean to you?** The movement of a Patek Philippe split-second chronograph.

**What is it that gives the Swiss an edge as master watchmakers?** They are absolutely uncompromising. For them, it's a matter of 100% precision or nothing.

**What should one look for when buying a piece as an investment?** Buy it with your gut. The real value in the investment is the fun you have with it. If you are looking for a pure investment, rather buy unit trusts. A watch is tradable anywhere in the world, but there are no investment guarantees. With a watch of distinction, it all comes down to something you love.

**What is it about Rolex that evokes such passion and loyalty to the brand?** It's a superior watch in its strength and longevity. Rolex is dedicated to quality and goes to great lengths to ensure that the watches it makes are better than the norm. The fact that a Rolex ladies' diamond dress watch can be used for a diving expedition is a good way to illustrate this point.

**What is your favourite Cartier design and why?** In the First World War, the rectangular Tank watch was designed on the basis of the military tank's tread. This classic is still being made today.

**If your house was on fire, which five watches would you rescue?** My five Patek Philippes.

**What are you wearing now?** Patek Philippe.

**Who are your clients?** Men aged 25 to 70 – boys who love toys, but also have an obvious taste for quality. And sexy, sophisticated women who know exactly what they want.

**What has been your most exciting challenge?** I've often been asked to find exclusive pieces and have an established network of contacts. It's not work, it's my passion! Peter Machlup Jewellers offers you all sorts of ways to indulge your own passion for quality, exclusivity and very distinctive style. **Peter Machlup Jewellers: first floor, 10 Melrose Boulevard, Melrose Arch, Melrose North. 011-684-1222, [www.investmentwatches.co.za](http://www.investmentwatches.co.za).**