

In a world of convenience and mall madness, more and more shoppers are seeking out a personalised retail experience that satisfies the individual. Enter Peter Machlup, South Africa's most exclusive fine watch trader who can make you feel like a princess, a connoisseur and a best friend — all in one day!

Peter's studio in the fashionable Melrose Arch development in Johannesburg is a haven for watch junkies. It also offers a unique shopping experience where you can make an important purchase in an unhurried, exclusive environment.

Peter Machlup comes from a family of jewellers and has been passionate about watches from an early age. But he decided years ago that, in addition to trading in rare and unique time pieces, he wanted to offer his customers that other most rare commodity — personalised service. Once he knows your budget, Peter specialises in finding you exactly the watch you want. He has extensive knowledge in distinguished watch brands, and only deals in the narrow range of watches that hold their value over time. His favourites are Rolex, Cartier, Jaeger-LeCoultre, IWC, Patek Philippe, Breitling, Breguet, A. Lange & Söhne and Officine Panerai.

What is unique about Peter's service is that he buys and sells watches and he will assist customers who want an upgrade or simply a change in taste. He also points out that many people have inherited watches and are unaware of their value. These pieces lie locked away in a safe or bank vault collecting dust. Peter will value the watch and trade it in for something new.

The difference between Peter Machlup and a retailer is that retailers deal in certain brands, they buy at a set price and sell at a mark-up. Peter is a trader. His margins can be small, he trades in watches that aren't available — he finds the unfindable. Contact Peter Machlup on Tel: (011) 684 1222, fax: (011) 684 1221; visit: www.investmentwatches.com or e-mail: watches@mweb.co.za.

Address: 1st Floor Melrose Arch, 10 Melrose Boulevard, Melrose North.



Timeless value

Buying a watch in the luxurious comfort and discreet environment of Peter Machlup's private studio in Johannesburg is a personalised shopping experience no watch-a-holic should miss out on.