

CLASSIC DRIVER

[Are you lonesome tonight? Elvis Presley's Omega could keep you company](#)

Lead

Just mere months after the sale of Paul "King Cool" Newman's 'Paul Newman' Rolex Daytona for 17.8m US dollars, Phillips has announced that the watch of a new king will be in town at its Geneva sale in May — none other than an Omega owned by "The King of Rock 'n' Roll" Elvis Presley...

Good Luck Charm



In honour of selling 75 million records, just five years after being signed with RCA Records (formerly RCA Victor), a charity event was organised by the company to celebrate the milestone, and on 25 February 1960, "The King" himself was presented with a plaque and an 18k white gold Omega wristwatch. That very watch will be sold by Phillips, in association with Bacs & Russo, at its Geneva Watch Auction: Seven on 12-13 May. The wristwatch features a manually wound Omega calibre 510, the Omega and Tiffany & Co signatures beneath 12 o'clock, a silver dial with 44 round diamonds on the bezel, and an inscription on the caseback: "To Elvis, 75 Million Records, RCA Victor, 12-25-60". Accompanying the watch will be certificates of authenticity from the Elvis Presley Museum and a book titled *Elvis* by Dave Marsh, which includes images of Presley wearing the watch on the night it was given to him. While not expected to break the World Record with a 50,000-100,000 CHF estimate, many people are sure to get *All Shook Up* about it.

Photos: Phillips

Gallery

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