

CLASSIC DRIVER

[Phillips to offer 'The Unicorn' - a unique white gold Rolex Daytona](#)

Lead

A white gold Rolex Daytona, believed by scholars to be the only such example made of the precious metal, will be sold by Phillips at The Daytona Ultimatum auction on 12 May in Geneva. Well, that's one way to follow the 17m-dollar 'Paul Newman' Daytona...

The Unicorn



Nicknamed 'The Unicorn' in watch circles, this 18-carat white gold Daytona reference #6265 was produced by Rolex in 1970, likely by special order, and sold via a German retailer the following year. It boasts a black 'sigma' dial with white gold markers and, while not original, a charming white gold bracelet from an Oyster Date. The watch is owned by renowned Rolex collector John Goldberger, who's previously stated he would never sell the one-off piece. However, he's since changed his mind and will, remarkably, donate the entire proceeds from the sale of the watch — which is estimated to be in excess of 3m CHF — to a children's charity. The opportunity to own one of the rarest Rolexes ever created might well never come around again. Expect fever-pitch excitement when it crosses the block in May...

Photos: Phillips

Gallery

