

CLASSIC DRIVER

[Extraordinary collection of 200 unworn Swatches to be shown in London](#)

Lead

Phillips has announced that the next private sales exhibition to be held at its Perpetual boutique in London will showcase a collection of 200 unworn vintage Swatches, each complete with its original box and guarantee...

In recent years, Swatch's colourful and forward-thinking timepieces have found favour with younger collectors, which is why Perpetual, [Phillips' new private sales boutique](#) at its Berkeley Square HQ, will stage *Swatch, The All It Takes Is The Will To Do It Exhibition* from 25–28 October. The move feels especially fitting as the man heading Phillips Perpetual, James Marks, began [his lifelong collecting obsession](#) finding and buying limited-edition Swatches with his pocket money when he was just seven years old.

All it takes is the will to do it



This exciting collection, which comprises over 200 unworn Swatches each complete with its original box and papers, heavily features rare and significant pieces from the 1980s and '90s including a Tresor Magique Platinum Automatic, a C-Monsta on the Beach and a number of editions by the fashion icon Vivienne Westwood. The collection will be exhibited alongside selected highlights from Phillips' forthcoming Geneva, Hong Kong and New York watch auctions.

Photos: Phillips

Gallery

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