

SHINE

DENVER'S LUXURY

LIFESTYLE MAGAZINE



George Clooney

JOHN WAYNE FOR A GENERATION

PREMIERE ISSUE



Time is money

There are so many ways for you to spend your hard-earned money. Invest in a couple thousand shares of an up-and-coming company, buy a vacation home, send your children through college, travel the world, or for about the same price, you could buy a watch.

Today's luxury watch makers are creating their timepieces on such a level of opulence that the associated price tag can reach into the millions.

"I think often times in the case of sudden success, whether in Hedge Funds or Rap Star status, it is important for people to signal their success with uber-important jewelry."

said Sandra Graham, eBay Jewelry Style Director. "I can picture a boardroom with high-powered gentlemen sitting around a table,

each one upping the other by the watch on their arm. It may be unspoken, but it's there!"

BY ERIC KLAMPER

HUBLOT
Horseshoe Tourbillon
Oster Jewelers
211 Arapahoe St.
Denver, CO 80202
3108.8000

URWERK
201 Ross Court
Oster Jewelers
211 Arapahoe St.
Denver, CO 80202
822.0000



01
Oster Jewelers
251 Steele St.
Denver, CO 80202
303-570-1001

02
Tourneau
3500 Las Vegas Blvd. S.
Las Vegas, NV 89109
702-733-8483

03
Borsheim's Fine Jewelry
170 Regency Parkway
Orlando, FL 32814
800-643-4328

04
De Boule Jewelry and Watches
6471 Preston Rd.
Dallas, TX 75205
214-527-3400

Vacheron Constantin, the world's oldest luxury Swiss watchmaker in continuous activity, is creating wrist wear so decadent and elaborate that only a select few have the pockets deep enough to afford the luxury. "All of our parts are handcrafted and assembled," said Janis Williams, representative of Vacheron Constantin. "The polishing and finishing is all done by hand, taking hundreds of hours to put together and complete just one timepiece. The time and effort it takes to make just one watch reflects the price, making it very expensive."

The Patrimoine Traditionnelle Calibre 2755, for example, results at an astonishing \$559,000. That's just about twice the median price for a single family home in the Denver area or roughly half the total lifetime income of the average U.S. citizen with only a high school education.

Many of the other watches in the collection climb well above \$100,000 also, but it's not because they are encrusted with jewels or capable of sending e-mails that these things are so pricey. The detail of the craftsmanship on these watches proves that they are more similar to a piece of art than an accessory. "There are only a few master watchmakers in the world that can produce such a complication," said Williams. "The intricate detail required for each timepiece means the Vacheron Constantin focuses on quality, not quantity, turning out approximately 13,000 timepieces per year."

Rolex, with its highly recognizable name and association with high quality, turns out around 650,000 timepieces each year. Other watch makers are utilizing the narrative nature of the six-figure watch production as well. Oster Jewelers, located in the Cherry Creek North shopping district and owned by nationally recognized luxury watch connoisseur Jeremy Oster, carries a variety of timepieces that are as unique as they are costly.

The Fontaine Jerome, for example, is crafted from actual parts from the Titanic, while the Bigler Bang Tourbillon includes a feature that ensures the watch will forever be perfectly accurate. "There are a few very high-end watches with a complicated mechanism called a tourbillon," said Graham. "They say it is quite tricky to create but compensates for the effect of gravity on time."

On top of the intricate design of today's luxury timepieces, the inclusion of ample portions of platinum and diamonds help to validate the astronomical price tag. Platinum, made popular by its extreme rarity, durability and constant promise to high-end values, is seldom used in the production of watches due to complications that arise when trying work with it. "Platinum, more precious than gold and more exclusive, is not often found in the luxury timepiece market," said Williams. "Platinum is incredibly difficult to master in watch making, because of its purity. The uniqueness of these watches has made them sought after by watch collectors, connoisseurs and Hollywood stars."

So if you find yourself sitting on a surplus of spending cash, why not put your money where you can use it every day, on your wrist. "It is not to say that the understated, wealthy consumer, who has and continues to feed this business, does not still exist," said Graham. "They all wear and contribute to the increase in six-figure watches."

