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Watch World Records topple at Phillips’ Geneva auction

Lead
As if achieving a World-Record price for the most expensive Rolex ever sold at auction wasn’t enough, Phillips went on to set further records for some truly legendary timepieces...

Crowning glory

With total sales of 32.6 million CHF, the Geneva Watch Auction: Five saw spirited bidding in the room, online, and on the phone from worldwide bidders keen to compete over some of the world’s finest watches, including a heady selection of Rolex royalty that was up for grabs. The sale’s top lot, the unique Rolex ‘Bao Dai’ achieved 5,066,000 CHF following a 13-minute bidding war, planting the flag as the most expensive Rolex ever sold at auction.

What’s more, the gold and lemon-dialled Rolex Daytona, aptly referred to as ‘The Legend’, grabbed a new World-Record price for the model when the hammer dropped at 3,722,000 CHF, more than double the pre-sale estimate. In one night, Phillips sold the first and second most expensive Rolexes at auction, with the record-setting also extending to Patek Philippe, as four new top prices were set in an auction that saw five watches sell for over 1 million CHF. It was certainly a night to remember, and only time will tell if we'll see these new records fall once again...

Photos: Phillips

Gallery

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\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

\[page\]

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