

CLASSIC DRIVER

Phillips to explore the significance of ‘double-signed’ watches with thematic sale

Lead

For decades, watchmakers have teamed up with prestigious retailers to offer timepieces featuring not one but two brands on their dials. Often built tiny numbers, so-called ‘double-signed’ pieces are now extremely desirable to collectors, which is why Phillips will hold a thematic sale in November...

A Tiffany-dial Rolex Cosmograph Daytona, an Abercrombie & Fitch-dial Heuer Autavia, and an Astrua Torino-dial Patek Philippe – there’s an allure to these ultra-rare retailer-specific watches that stretches far beyond the company that manufactured it.



Phillips will hold a thematic sale for these ‘double-signed’ timepieces during its Geneva Watch Auction: Ten in November, entitled ‘Double Signed: A Celebration of the Finest Partnerships of Manufacturers and Retailers’. The auction will reportedly comprise a number of true grail pieces that will appeal to collectors who “appreciate the supreme rarity of these watches, and the discreet hunt of their glorious, cultured, and worldly past”. For many of the pieces, which were sold via shrewd retailers around the world such as Harrods and Beyer, the sale will be a Swiss homecoming. You can find our 10 favourite pieces from the sale listed below or, alternatively, browse [the entire catalogue in the Classic Driver Market](#).

Our 10 favourites from Phillips’ ‘Double Signed’ sale

Gallery

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