

# PHILLIPS



## GLAMOROUS DAY-DATE

PAYING TRIBUTE TO THE MOST PRESIDENTIAL ROLEX OF ALL TIME

Geneva, Hotel La Reserve 9 May 2015

# PHILLIPS

IN ASSOCIATION WITH

## BACS & RUSSO





TUESDAY



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OYSTER PERPETUAL  
DAY-DATE







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SUPERLATIVE CHRONOMETER  
OFFICIALLY CERTIFIED







# PHILLIPS

IN ASSOCIATION WITH

## BACS & RUSSO

# WATCHES

GLAMOROUS DAY-DATE

## SALE INFORMATION

GENEVA 9 MAY 2015

### AUCTION & VIEWING LOCATION

La Réserve  
Route de Lausanne 301  
1293 Bellevue, Switzerland

### AUCTION

9 May 2015, 7pm

### VIEWING

Thursday 7 May, 3pm – 7pm  
Friday 8 May, 10am – 6pm  
Saturday 9 May, 10am – 6pm

### SALE DESIGNATION

When sending in written bids or making enquiries please refer to this sale as CH080115 or Glamorous Day-Date

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WEDNESDAY



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# Introduction

By Aurel Bacs



Every one of us regularly acquires products; mostly rather standard consumer goods, but also, from time to time, objects that will hopefully last for years and decades to come.

It can be a piece of furniture, an historic car, a handmade suit, or a fine watch. Whenever such decisions are to be made, the challenge is to identify the right one, given the many parameters involved. In most cases, there is not just a right one or a wrong one. There are multiple options. These can vary in size, shape, material, design, and of course, price. Some may be very fashionable, others rather conservative. Every one of us has to bring in line their personal taste, practicality and, whether we like it or not, the budget. To me, in recent years, fashion and trends have become less important and were gradually replaced by the appreciation for quality and timeless design. Whereas in today's society I hear often, "more is more", to me, my respect for "less is more" continues to grow. Many of my personal choices are now motivated by this credo. When it comes to timepieces, I often ask myself the rhetoric questions of "how much watch do I really need?"

To me personally, the Day-Date does it all. If I was sent away from home for one year and I could only take one watch with me that would be a perfect companion for business meetings, swimming on the beach, formal and casual wear, the Rolex Day-Date would certainly be one of the most promising and competitive finalists in this selection process, for sure.

Since its presentation in Basel in 1956, the Day-Date has always been automatic, water- and shock resistant, and has reliably indicated the hours, minutes and seconds; on top of that, the day of the week and date! Its timeless design has effortlessly survived all fashion trends our planet has seen since then, while at the same time fitting wrists of all sizes.

Speaking of Basel 1956, the Day Date celebrates officially its 59th birthday this Spring 2015. So why have we chosen 60 examples for this themed auction instead of 59? While examining hundreds of rare and unusual Day-Dates with Pucci Papaleo, my dear friend of 20 years and one of the world's best-known scholars and authors in the field of Rolex, we have noticed that

the very earliest examples carry serial numbers which can be confidently dated to 1955. Does it mean that the historians got it all wrong and that the Day-Date is older than we all thought until now? No, certainly not! Simply put, it makes perfect sense that Rolex started making their first batch of Day-Dates quite some time ahead of its official launch in 1956. Like a baby born in spring of 1956, we all know its conception lies somewhere in the summer of 1955.

Whereas technically the Day-Date was one of the most perfect and completely mature of all watch designs at its introduction, Rolex never hesitated to push the boundaries one step further, year after year. Not only has the Day-Date seen numerous improvements, but Rolex had the vision and talent to adapt the Day-Date to each era; to different markets, for different lifestyles and cultures, but also, to different budgets.

Consequently, the Day-Date is today probably the most universally known and beloved watch, and has reached a level of style, elegance, and desirability that few other watches will ever see.

It is mythical, out of the ordinary, and glamorous. Did I just say glamorous?

I wish to thank Pucci Papaleo for partnering with me for a second time around and for sharing his incredible passion and knowledge with us. I am equally grateful to all the collectors and Day-Date aficionados around the world who have agreed to entrust us with their wonderful Day-Dates for this auction. It is my sincere hope that these hand-picked 60 examples of the most Presidential of all Rolex models will take you on an inspiring journey and that you will not hesitate reaching out to us in case you would like us to be your travel companion.

TUESDAY



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# The birth of a new star?

By Pucci Papaleo



Ironically, when it comes to the watchmaking industry, even today some people still obstinately consider it in terms of numbers; how many parts does it take to make a movement, how much is the total carat weight of the diamonds set on a case, how much does the carbon bezel weigh, how much time does it take to engrave an arabesque finish on a plate... Actually, this form of communication is a wild card, given the necessary connection with objective elements which are inevitably destined to change: there will always be someone who will build a movement with more components, a watch case paved with more diamonds or create a lighter bezel.

Therefore, no wonder that so many people, in both previous and recent times, tried to give a rational and numerical explanation to the success of Rolex timepieces.

Oddly enough, the close contact – dare I even say horological osmosis – for over two decades with the historic watch production of the Geneva based company was so inspiring to convey to me a completely different sensation, which I may basically define as emotional, rather than scientific. As a matter of fact, Rolex never relied on numbers as such but looked beyond for perspective, eager to understand what people wanted on their wrists. The Day-Date is the ideal benchmark. Released in the mid '50s, a time caught between reconstruction and economic boom, it immediately became the ultimate elegant timepiece: technically simple yet strikingly innovative, due to the day and date indication, and highly recognisable being crafted in precious metals. Moreover, yesterday as well as today, it reflected the personality and the character of those who wore it. Further attention must be focused on this last relevant detail. Nowadays, all the biggest watch producers strive to offer us unique models, special series, customised

editions. Over half a century ago, Rolex embodied all these features in the Day-Date model with no need to boast about numbered editions or celebrity dedicated watches.

The Day-Date was never dedicated to Dwight Eisenhower but he personally chose to wear it. The same must be applied to John F. Kennedy, Gerald Ford, Frederich Gulda, Martin Luther King, Brad Pitt, Bono Vox, Brooke Shields, Alec Baldwin, Russell Crowe, Roger Federer, Boris Yeltsin, Fidel Castro... apparently, it is said that even Mao Tse-tung loved wearing a gold "President".

The Day-Date has seen an extraordinary variety of dials, watch cases and bracelets. The result is a unique and exclusive wristwatch, although always faithful to its own identity. It is no coincidence that in order to tell a complete story of this timepiece, we have been "forced" to realise a volume of approximately four hundred pages, "Day-Date, the Presidential Rolex", portraying its development process based upon the attention to details and search for the unusual.

One last consideration: while leafing through the pages of the book or participating in this auction organised by Phillips, you may think that a new star is born.

Actually, for 60 years the Day-Date shined on its own, showing the way of the exquisite watchmaking to those who are culturally and economically capable of recognising it. Yet again, the others will just have to accept the inevitable.







# The Presentation Box

By Jean-Paul Menicucci



A couple of months ago, when I met with Aurel and Pucci to discuss the project of a thematic auction and they offered me the possibility to be part of it, I felt so honored. When they disclosed that the theme would be about the Rolex Day-Date, my eyes lit up with delight by the idea that I could create something for an event that is linked to my favorite watch since I was a child.

With my full passion and commitment, I accepted the project without any hesitation.

My passion for Rolex watches, and for the Day-Date model in particular, has had a huge impact on my artisanal efforts and my profession, which is transforming very prestigious leathers to develop a range of products for watches, such as straps, boxes, pouches, watch rolls, and even customized safes specially made for watches and precious objects.

My role in this project was to design and realize the boxes accompanying each lot. Analyzing the 60 watches in this thematic auction, I have realized once more that within Rolex's product lines, the Day-Date is the model with the most variations in terms of case materials, dial colors, stones, indexes... the list goes on and on.

Understanding the daring nature of the Day-Date encouraged me to create the daring colours used for the boxes, matched in an equally daring way to each watch. The box's round shape has been carefully considered; as I wanted to laser etch on the cover an accurate representation of the Day-Date dial, reproducing every key detail, from the hands to the Day aperture, to the 'cyclops' date window. All together offered in an array of different colours of suede leather.

I have always thought that when you present a gift, the packaging itself plays a very important role in the emotional impact of the object within. My objective was to elicit a very strong curiosity and enthusiasm that, when presented with this box, a person can't wait to open it to discover what's inside.

My collaboration with the team was a great pleasure because we are all linked together through a common trait, PASSION.



FRIDAY



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# 1. Rock Stars

LOT 1 - 4

The Rock Stars in this chapter all feature dials made of hard stones, encompassing many forms of quartz and crystals. The term derives from the Italian “Pietre Dure” that covered all hard stone coverings and is characterized by the stones attractiveness especially when utilized in jewelry.

Aligning with tradition, Rolex incorporates a variety of different hard stones in their dials to add colour and beauty to their horological creations. In addition to their beauty, these materials most often carry strong spiritual meanings and properties. People often use stones to ground themselves, deriving healing and beneficial properties from the materials. Amongst the dials seen in this collection, the materials used have specific properties that are thought to aid the wearer beyond their beauty.

The “Talisman” uses Jasper – known as a nurturer, it brings tranquility during times of stress. Marble, while not traditionally considered a jewelers medium, is beautifully utilized in “Roman Marble”. Considered to be a cleansing stone, marble imbues the watch with strength and graceful beauty. The onyx of “Black Jack” contains properties wherein it is thought to assist the wearer with challenges in life and protection of personal energy. Opal is a stone of inspiration. Found in “Stardust”, it’s known to enhance imagination, creativity and also memory.

Working with hard stones is a delicate and time consuming craft making examples of these Rolex dials very rare. What could be more attractive to any collector than such a timepiece combining beauty, rarity and protective beliefs?



A very rare and unusual yellow gold calendar wristwatch with centre seconds, bracelet and opal hard stone dial

MANUFACTURER	Rolex
YEAR	1990
REFERENCE No.	18238
CASE No.	L561'294
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: The beautiful and well preserved case showing the reeded bezel



THROUGH THE SPECIALIST’S LOUPE: Detail showing the gilt writing positioned at six o'clock



REF. 18238

# Stardust

LOT 1



The innumerable light reflections given by this glamorous stone creates a powerful visual effect leaving us spellbound. Yet another extraordinary and rare dial, showcased in this Day-Date manufactured in 1990.

The opal displays gold printed writing and no hour markers. The natural stone-made dial showed the “Superlative Chronometer Officially Certified” script at 6 o’clock.

This COSC certification establishes that an automatic watch provides an average daily rate of  $-4 / +6$  seconds in 24 hours; the Day-Date was the first Rolex wristwatch to display such certification as well as one of the first timepieces ever to do so. The date is enlarged 2.5 times by means of the magnifying Cyclops lens. Moreover, the winding crown allows a quick setting of both date and day of the week.



A very rare and unusual yellow gold calendar wristwatch with centre seconds, bracelet and jasper hard stone dial

MANUFACTURER	Rolex
YEAR	1979
REFERENCE No.	18038, stamped 18000 inside the case back
CASE No.	5'802'147
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 49, 53
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Profile of the well preserved case and reeded bezel



THROUGH THE SPECIALIST’S LOUPE: Detail showing the case back of this reference 18038

REF. 18038

# Talisman

LOT 2



The natural stone-made dials were named by Rolex 'special dials' and were part of a small series not listed in their 'Master Catalogue'. During the Eighties, this selection of dials was proposed to retailers who wanted to offer a more exclusive and elite Day-Date version to their clients.

The dial of this incredible timepiece is made of jasper. Further notice must be given to the absence of hour markers. Besides what could appear simply a matter of style, it was rather the need to restrict as much as possible the workings on the dial in order to preserve its integrity.

This 18038 reference dazzles us with its magnificent state of conservation. The metal displays perfectly shaped bevels as well as mint brush finished surfaces, rendering the watch in extremely well preserved original condition.



A rare yellow gold calendar wristwatch with centre seconds, bracelet, onyx hard stone dial and original guarantee

MANUFACTURER	Rolex
YEAR	1991
REFERENCE No.	18238
CASE No.	E419'552
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 8,000-16,000 ▼ \$8,200-16,400 €7,600-15,200



NOTES

**ACCESSORIES**  
Original Rolex punched guarantee stating that the present watch was sold in Germany by Bucherer, November 1991



THROUGH THE SPECIALIST’S LOUPE: Profile of the well preserved case and reeded bezel



THROUGH THE SPECIALIST’S LOUPE: Detail showing the case back with green sticker



REF. 18238

# Black Jack

LOT 3



Ferrite, howlite, aventurine, diaspore, onyx, lapis lazuli, mother of pearl, pink coral, tiger's-eye, malachite... It is quite hard to list all the stones used to craft the dials in the Day-Date's history.

Nevertheless, the reason why Rolex introduced these timepieces is crystal clear: render each single wristwatch unequalled and unique. This striking Day-Date manufactured in 1991 perfectly exemplifies both features. The black onyx dial displays gilt graphics.

Particular attention must be given to the absence of hour markers since the only holes made on the dial are those for the hands and both date and day openings. The superb overall state of preservation of both case and bracelet greatly underscores the collectable interest of this Day-Date.



A very rare and unusual yellow gold automatic calendar wristwatch with bracelet and marble hard stone dial

MANUFACTURER	Rolex
YEAR	1998
REFERENCE No.	18238
CASE No.	A207'873
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 12,000-24,000 ▼ \$12,300-24,600 €11,400-22,700

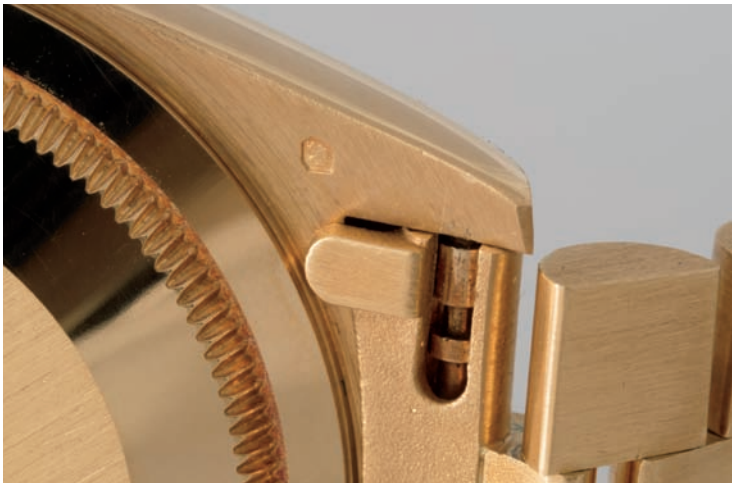


NOTES

PROVENANCE  
Property of An Important Asian Collector



THROUGH THE SPECIALIST’S LOUPE: Enhanced view of the marble dial with enamel signature



THROUGH THE SPECIALIST’S LOUPE: Close-up showing the untouched gold hallmark



REF. 18238

# Roman Marble

LOT 4



This stunning yellow gold 18238 reference made in 1998 is fitted with a highly rare and important white marble dial featuring a closed minute track and applied Roman hour numerals.

Technically speaking, the challenge of keeping the natural stone's surface intact is truly remarkable due to the material's delicate nature. In fact, the process consists in drilling holes and openings in order to fit metal elements, such as the indexes' inserts and the day and date window's frame.

The 3155 calibre is the latest generation mechanism, featuring the double quick-set date function which allows a rapid adjustment of both date and days of the week.

The President reference 8385 bracelet with solid links and concealed clasp is further enhanced by its immaculate condition.





MONDAY



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## 2. True Colours

LOT 5 - 8

“Stella” dials represent the spirit of Rolex in its most playful and delightful form. Expressed through a brilliant range of stunning, truly colorful dials produced for a limited time during the vibrant 1970s and 1980s, the fact that they were ever produced by the famously conservative brand surprises many newcomers to vintage Rolex watches. Fabricated using Rolex’s impeccably high standards, multiple layers of lacquer combine to form deep and rich colors with highly reflective surfaces often mistaken for porcelain or enamel.

Likely inspired by the liveliness of the decades in which they were produced, Rolex offered a range of powerful colors: Ox blood, turquoise, pink, orange, hunter green, mint green, black, blue, burgundy, red and the rarest of these – yellow.

Rumors abound in collectors’ circles regarding the origin of their nickname. Latin for “star”, Rolex bestowed them with the name “Stella” due to the dazzling brilliance they emit when subjected to any type of light.



A rare and attractive yellow gold calendar wristwatch with bracelet, centre seconds, turquoise lacquered “Stella” dial, original guarantee and box

MANUFACTURER	Rolex
YEAR	1984
REFERENCE No.	18038, stamped 18000 inside the case back
CASE No.	8'334'370
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES

**ACCESSORIES**  
Punched *Rolex* guarantee dated 12th February 1985, leather wallet, product literature, fitted Day Date presentation box, handkerchief and swing tags



THROUGH THE SPECIALIST’S LOUPE: Profile view displaying well defined case proportions



THROUGH THE SPECIALIST’S LOUPE: Dial close-up with black printing and gold hour markers



REF. 18038

# Caribbean

LOT 5



The coloured enamel coated dials are known as “Lacquered Stella” and were crafted in small limited series from the early Seventies to the mid-Eighties.

Today, these dials arouse intense interest with collectors due to their rarity and great aesthetic impact given by the glamorous enamel colours. Both distinguishing elements are embodied in this superb 18038 reference displaying a turquoise enamel lacquered dial.

This beautifully preserved Day-Date has reached the present day in immaculate condition with its original accessories, such as the typical Rolex box along with the warranty paper of an authorised retailers who sold the timepiece during the second half of the Eighties.



An extremely rare and important yellow gold calendar wristwatch with centre seconds, bracelet and yellow lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1977
REFERENCE No.	1803
CASE No.	5'107'722
MODEL NAME	Day-Date
MATERIAL	18k gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 35,000-70,000 ▼ \$35,900-71,700 €33,200-66,300

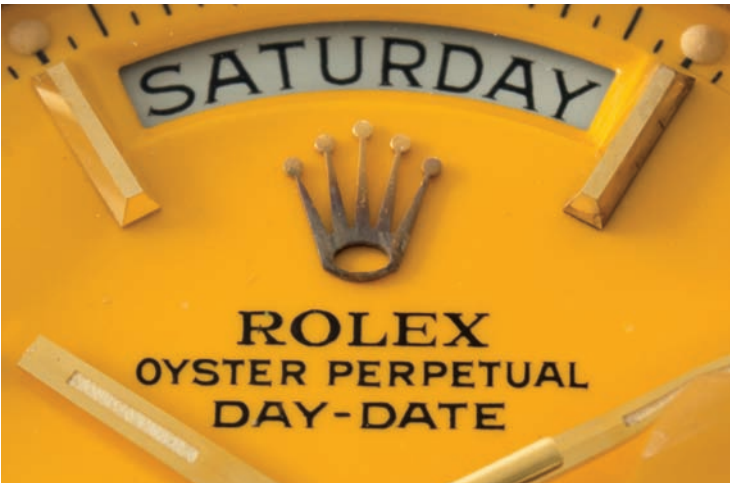


NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Well defined lug proportions and tight fit of bracelet



THROUGH THE SPECIALIST’S LOUPE: Close-up of Stella dial surface with black printing



REF. 1803

# Bart Simpson

LOT 6



The combination of the close to perfect condition and its important yellow “Stella” dial renders this awesome yellow gold Day-Date manufactured in 1977 the ultimate dream watch for any collector. The lacquer coated “Stella” dial exhibits a highly rare yellow colour, featuring black graphics and baton hour markers .

The denomination “Lacquered Stella” was given by Rolex and matched to the coloured versions of enamel dials sported by Day-Date models. These dials were produced in small numbers out of catalogue and were made available when requested from retailers. Amongst all colors, the present yellow would appear to be the rarest.



A rare yellow gold calendar wristwatch with bracelet, centre seconds, black lacquered “Stella” dial and Attestation de Chronometer Officiel

MANUFACTURER	Rolex
YEAR	1970
REFERENCE No.	1802, stamped 1803 inside the case back
CASE No.	2'120'757
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex Jubilee reference 6311, end links stamped 53
CLASP/BUCKLE	Folding deployant clasp stamped 4.69
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES

**ACCESSORIES**  
Punched Rolex Attestation de Chronometre Officiel, with Day-Date presentation box and outer packaging



THROUGH THE SPECIALIST'S LOUPE: The typical cyclops magnifying loup above date



THROUGH THE SPECIALIST'S LOUPE: Inside deployant clasp with correct year stamp



REF. 1802

# Bumble Bee

LOT 7



The production of the Day-Date reference 1802 started in 1959. Sporting a smooth bezel it was released in platinum and yellow, white or pink gold.

Placed under a spotlight, the pictured example manufactured in 1970 represents an interesting collectors piece due to its extraordinary conservation state, further enhanced by its perfectly preserved shapes and surfaces, together with its originally preserved polished and brushed finished components.

The 18 karat yellow gold Jubilee bracelet bears the 6311 reference. The original box and warranty certification render this timepiece highly desirable for a discerning collector.

The 1556 movement was introduced in 1965 and featured a 19'800 beat per hour frequency replacing the previous 1555 mechanism. Since 1972 the movement was further improved by means of a hacking mechanism, which allowed a precise time-setting of the timepiece.



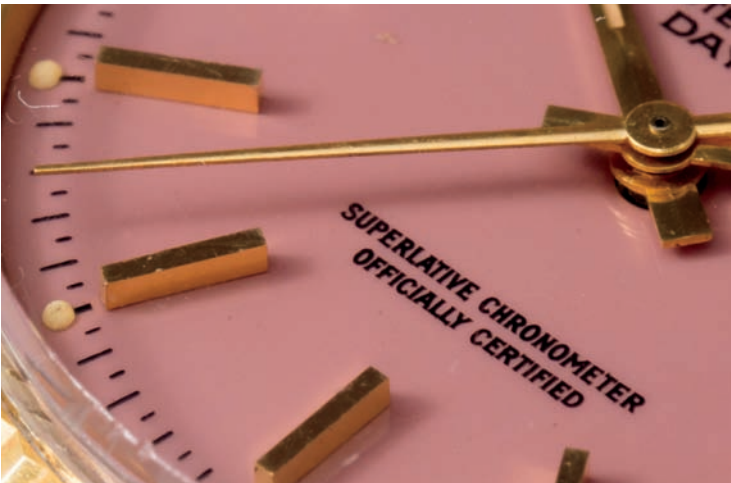
A very rare and captivating yellow gold calendar wristwatch with bracelet, centre seconds and lilac lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1976
REFERENCE No.	1803
CASE No.	4'233'673
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1056
BRACELET/STRAP	Rolex Jubilee, end links stamped 53
CLASP/BUCKLE	Folding deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 30,000-60,000 ▼ \$30,700-61,500 €28,400-56,800



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Dial close-up showing the profile of gold hour markers



THROUGH THE SPECIALIST’S LOUPE: Gold marks inside the deployant clasp



REF. 1803

# Purple Rose

LOT 8



The beauty of this timepiece manufactured in 1976 is due partly to its overall excellent condition, a case with full proportions, fluted bezel, but above all, to the captivating charm given by the extremely rare lilac "Stella" dial.

This outstanding "Stella" dial has been realized by means of a particular lacquering process and introduced by Rolex in small numbers between the Seventies and the early Eighties.









### 3. Of Royal Provenance

LOT 9 - 12

Rolexes with the Khanjar on the dial are known by collectors as “Khanjar” or Qaboos” and exist as some of the most highly sought after wristwatches. The national emblem of Oman, the Khanjar, is a traditional dagger originating from the country used for ceremonial occasions. The inclusion of this on the Rolex dial renders this an extremely rare timepiece.

These watches were direct commissions from the Sultan of Oman, His Majesty Sultan Taboos bin Said al Said, who was well known for his enthusiasm for horology and his own formidable collection. His Majesty was born on November 18th of 1940, the only son to then Sultan Said bin Tamur and Princess Mazoon al-Mashani. He studied in India under the former President of India, Dayal Sharma and at the age of 20 began his military training subsequently joining the Royal Military Academy in Sandhurst in Camberley, Surrey, England.

His Majesty Sultan Taboos bin Said al Said ascended to the throne on July 23rd of 1970. His reign has been one of great success: modernising his country with oil revenues, strengthening international relations and creating firm advances in healthcare, education and infrastructure.

The pieces he ordered were personalised, either with the image of the Khanjar superimposed upon two crossed swords surmounted by a crown or with His Majesty’s signature, and given as gifts to loyal servants and foreign dignitaries. Due to their nature, few have appeared on the open market making them even more desirable and rare.



A stunning, very rare and important yellow gold calendar wristwatch with centre seconds, bracelet and guarantee, made for the Sultanate of Oman, retailed by Asprey

MANUFACTURER	Rolex
YEAR	1973
REFERENCE No.	1807
CASE No.	3'554'077, repeated inside the case back
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President with bark finish centre links, end links stamped 53
CLASP/BUCKLE	Folding deployant clasp stamped RWC with London import marks for 1974
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, dial further stamped with the national emblem of the Sultanate of Oman</i>
ESTIMATE	CHF 25,000-50,000 ▼ \$25,600-51,200 €23,700-47,400



NOTES

**ACCESSORIES**  
Punched Rolex guarantee confirming sale through Asprey, London.



THROUGH THE SPECIALIST'S LOUPE: Case back still retaining the well-preserved green sticker



THROUGH THE SPECIALIST'S LOUPE: Inside of case-back with serial number and London import marks



REF. 1807

# Royal White

LOT 9



The 1807 reference produced from 1959 to 1977 exhibits 'bark finished' decorations both to its bezel and President bracelet. The present timepiece dates back to the early Seventies and has been made upon special order for the Sultanate of Oman.

The dial reveals the unmistakable national Omani emblem representing the Khanjar dagger inside its sheath placed upon two crossed swords, which in this case is unusually printed in black.

Externally, the case back, still bears the green Rolex sticker showing the 1807 reference, as proof that this important wristwatch arrived to our present days superbly preserved.



A very rare and important platinum and diamond-set calendar wristwatch with centre seconds and bracelet, made for the Sultanate of Oman and retailed by Asprey

MANUFACTURER	Rolex
YEAR	1975
REFERENCE No.	1802, stamped 1804 in the caseback
CASE No.	3'856'081, repeated inside the case back
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, case further signed Asprey</i>
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES



THROUGH THE SPECIALIST'S LOUPE:Smooth bezel with sharp angles and well defined lugs



THROUGH THE SPECIALIST'S LOUPE:Case back with Asprey retailer stamp



REF. 1802

# Royal Blue

LOT 10



A highly important and ultra-rare platinum 1802 reference, this timepiece was manufactured in the mid Seventies upon special order for the Sultan of Oman.

The blue dial bears the red printed Khanjar, the traditional emblem of Oman, centrally positioned at 6 o'clock and is furthermore enriched with 8 round cut and 2 baguette-cut diamond hour indexes.

The case back of this extraordinary timepiece features the engraved signature of the London jeweller Asprey, which at the time was Rolex's Middle East distributor of personalized Rolex watches destined to Oman.



A very rare yellow gold and diamond-set calendar wristwatch with bracelet and green lacquered “Stella” dial, made for the Sultanate of Oman with original guarantee

MANUFACTURER	Rolex
YEAR	1978
REFERENCE No.	18048, stamped 18000 inside the case back
CASE No.	5'588'325
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, dial further stamped with the national emblem of the Sultanate of Oman printed in red</i>
ESTIMATE	CHF 35,000-70,000 ▼ \$35,900-71,700 €33,200-66,300



NOTES

ACCESSORIES  
Punched Rolex guarantee and Day-Date presentation box



THROUGH THE SPECIALIST’S LOUPE: Dial close-up displaying superb red Khanjar



THROUGH THE SPECIALIST’S LOUPE: Unpolished case profile and sharp, diamond-set bezel



REF. 18048

# Royal Green

LOT 11



When a timepiece features a variety of highly collectable elements, we experience what we could call “collectors’ ecstasy”. This sensation is perfectly exemplified by this gorgeous Day-Date, manufactured in 1978, which showcases a lavish green Lacquered Stella dial bearing the red printed Omani emblem and enriched with diamond hour markers.

These customizations, currently so beloved by collectors throughout the world, were requested by emirs and sultans who nearly always attended British schools. At the beginning, the London jeweller Asprey was the Middle East representative and was directly in touch with those wealthy and demanding customers. Subsequently, Asprey sent both orders and graphic drafts to Rolex, the company in charge to put into practice the crafting of these objects. The reference 18048 sports an 18 karat yellow gold case and bracelet, and it is fitted with a white gold bezel adorned with 46 round cut diamonds. The use of white gold further enhances the shimmer and sparkle of the gemstones.



A very rare and important pink gold and diamond-set calendar wristwatch with bracelet, burgundy lacquered “Stella” dial, made for the Sultanate of Oman

MANUFACTURER	Rolex
YEAR	1975
REFERENCE No.	1804, stamped 1803 inside the case back
CASE No.	3'751'367, repeated inside the case back
MODEL NAME	Day-Date
MATERIAL	18k pink gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Folding deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, dial further stamped with the national emblem of the Sultanate of Oman printed in green, case back bearing the initials KR for Khimji Ramdas.</i>
ESTIMATE	CHF 40,000-80,000 ▼ \$41,000-82,000 €37,900-75,800



NOTES

PROVENANCE  
Property from an Important European Collector

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Diamond-set middle links and superb fit of bracelet



THROUGH THE SPECIALIST’S LOUPE: Inside case back featuring the serial number



REF. 1804

# Flaming Sword

LOT 12



When a wristwatch manufactured in 1975 arrives to us in a perfect state of conservation, the occurrence is quite unusual. Additionally, if the timepiece is a pink gold Day-Date displaying a burgundy Stella dial with a green printed Khanjar and the case back bears the initials of the Muscat dealer Khimji Ramdas in Oman, then as a matter of fact it is extraordinary.

This 1804 reference features a bezel embellished with 46 round cut diamonds. The dial is further enriched with 8 round cut diamond hour markers and 2 baguette-cut diamond markers. The bracelet is embellished with round cut diamonds and the winding crown is in white gold.

The bracelet is embellished with three center links set with two round-cut diamonds and the fourth with only one stone, a configuration never seen before on a President bracelet.

The case back is internally engraved with the serial number, usually stamped only between the lugs at 6 o'clock indicating, that the timepiece was made by Rolex upon special order.







A detailed close-up photograph of a metal watch bracelet link, showing its polished surface and the way it connects to other links. The lighting highlights the metallic texture and the precision of the craftsmanship.

## 4. Octopussy

LOT 13 - 16

Rolex's most lavish and most exclusive version of the President bracelet produced in the 1970s and 1980s featured one large diamond or precious stone on every single link. Round brilliant-cut diamonds on each outer link were set in unusual cylindrical settings, flanking a center link set with a baguette-shaped precious stone. The cylindrically set diamonds prominently rise high above the links, and resemble the suction cups of an octopus's tentacles, leading collectors to frequently refer to them as "Octopussy".

Octopussy-style President bracelets were also offered on Rolex's Oysterquartz model – a line introduced in 1977 using Rolex's own, in-house made, high-precision quartz movement. Catering to those who perhaps preferred the higher timekeeping accuracy that quartz regulation enables, these models featured a thinner case and bracelet with sharp, modern angles matching the cutting edge technology found within. Rolex fitted their Octopus bracelets with smaller round diamonds in settings that lay flatter, smartly proportioned with the slimmer profile of the bracelet and case.

These are Rolex's most prestigious Day Date watches from the era in which they were produced, making any watch in this chapter a true trophy for a discerning collector.



An extremely rare and important white gold diamond and sapphire-set calendar wristwatch with centre seconds and stone-set bracelet

MANUFACTURER	Rolex
YEAR	1977
REFERENCE No.	1804, stamped 1803 inside the caseback
CASE No.	5'254'895
MODEL NAME	Day-Date
MATERIAL	18k white gold, diamonds and sapphires
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Close-up showing the substantial stone setting



THROUGH THE SPECIALIST'S LOUPE: Detail of dial displaying the applied Rolex coronet



REF. 1804

# Octopus Sapphire

LOT 13



An extraordinary 'Octopus' Day Date. Each link of the white gold President bracelet sported by this extremely rare Day-Date manufactured in 1977 is adorned with round cut diamonds placed on either side of the centrally set baguette-cut sapphires.

The highly elegant argenté dial is enriched with 8 round cut and 2 baguette-cut diamonds to mark the hours, soberly leaving the scene to the amazing bracelet of this timepiece.

The 1804 reference is distinguished by a diamond set bezel in platinum and is set with 44 diamonds. In white gold the bezel is set with 46 diamonds.

The present watch is furthermore offered in outstanding original condition.



A very rare and attractive yellow gold, diamond and sapphire-set calendar quartz stone set bracelet watch with centre seconds and champagne dial

MANUFACTURER	Rolex
YEAR	1984
REFERENCE No.	19168
CASE No.	8'480'105
MODEL NAME	Day-Date OysterQuartz
MATERIAL	18k yellow gold, diamond and sapphires
CRYSTAL	Sapphire
CALIBRE	Quartz, 5055
BRACELET/STRAP	Rolex OysterQuartz
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	37mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 35,000-70,000 ▼ \$35,900-71,700 €33,200-66,300



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Case back with French import marks



THROUGH THE SPECIALIST'S LOUPE: Superb sapphire- and diamond-setting on bracelet



REF. 19168

Meccano

LOT 14



Amongst the many Day-Dates produced over the years, the Oysterquartz model deserves a particular mention. Like all Oysterquartz models, released on the market in 1977, the illustrated Day-Date version is equipped with an integrated Oyster case and bracelet showing President graphic scripts, in accordance with the traditional versions sporting the automatic movement.

This outstanding 19168 reference manufactured in 1984 sports an 18K yellow gold case displaying a blue baguette-cut sapphire-paved bezel and integrated bracelet enriched with sapphires and diamonds.

Furthermore, attention should go to the totally unexpected fact that this model has become a highly interesting collectors piece.



A very rare, unusual and important white gold and diamond-set calendar wristwatch with centre seconds, bracelet and burgundy lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1976
REFERENCE No.	1804, stamped 1803 inside the case back
CASE No.	5'023'195
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1570
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployant clasp, stamped 1.76
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Sparkling baguette and round-cut diamonds on bracelet



THROUGH THE SPECIALIST’S LOUPE: Silver printing on burgundy Stella dial



REF. 1804

# Octopus Diamonds

LOT 15



This amazing white gold Day-Date manufactured in 1976 is also referred to as 'Octopus' due to the design of its President bracelet. Furthermore, each single link is adorned with round cut diamonds placed on either side of the centrally set baguette-cut diamonds.

The burgundy enamel lacquered "Stella" dial exhibits 8 round cut diamond indexes and 2 baguette-cut diamond markers at 6 and 9 o'clock. The white gold bezel is set with 46 diamonds and the winding crown bears the Rolex logo placed between two small dots, a characteristic of Day-Dates manufactured from the Seventies.

Of outstanding quality the present watch is an exceptional Day Date that will mesmerise those who are able to marvel first hand at its beauty.



A very rare and highly attractive yellow gold, diamond and ruby-set quartz calendar stone set bracelet watch with centre seconds and champagne dial

MANUFACTURER	Rolex
YEAR	1987
REFERENCE No.	19168
CASE No.	8'685'936
MODEL NAME	Day-Date OysterQuartz
MATERIAL	18k yellow gold, diamond and rubies
CRYSTAL	Sapphire
CALIBRE	Quartz, 5055
BRACELET/STRAP	Rolex OysterQuartz
CLASP/BUCKLE	Concelaed deployant clasp
DIMENSIONS	37mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 35,000-70,000 ▼ \$35,900-71,700 €33,200-66,300



NOTES



THROUGH THE SPECIALIST’S LOUPE: Case profile showing different shape of Oyster-Quartz



THROUGH THE SPECIALIST’S LOUPE: Elaborate stone-set bracelet, polished and satin-finished



REF. 19168

# Pac-Man

LOT 16



“Rolex is not in the watch business, we are in the luxury business”. This famous quote of André J. Heiniger, Rolex SA President from 1963 to 1992 and successor of Hans Wilsdorf, is properly exemplified by the present yellow gold Oysterquartz Day-Date realised in 1987.

This gorgeous piece is preciously adorned with a baguette-cut ruby set bezel and fitted with a bracelet embellished with externally placed round cut diamonds and rubies set on the centre links. The dazzling ensemble is so sumptuous as to represent the utmost desire.

The champagne dial incorporates the Oysterquartz writing centrally placed between the Rolex and Day-Date scripts. Furthermore, it exhibits round cut diamond hour markers.

The Day-Date Oysterquartz model was released in 1977. It fits a sapphire crystal and is powered by an electromechanical quartz movement calibre 5055, featuring 11 rubies. The reference number is internally engraved on the watchcase under one of the lugs, due to the integrated bracelet that prevents the traditional placement.



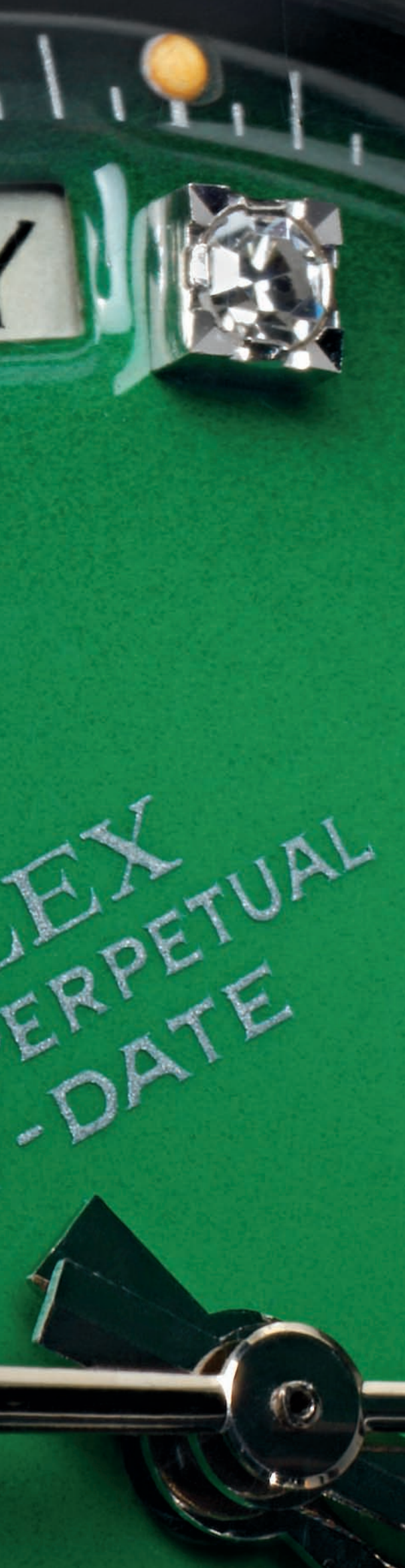


MONDAY



ROLEX  
OYSTER PERPETUAL  
DAY-DATE II





## 5. Fade to Black...

LOT 17 - 19

Rolex never stopped reinventing the Day-Date. In the 1970s, they introduced dials with vibrant colors at their centres, fading to a nearly black color at their outer edges. With their bold colors, attention is first drawn to the center of each dial. The beholder's eyes then follow the direction of the pleasing fade, where they find all timekeeping and day and date indications. This dynamically varying tone earned them the nickname of *dégradé*, or 'vignette' dials. The word vignette, according to Wikipedia, is used by photographers to describe an image perfectly clear at its centre while fading off at the edges.

The most exceptional of these dials were fitted with diamonds applied along the dial's darker region, providing a stunning, contrasting background that maximizes the brilliance of each diamond. Each dial has a unique personality, giving them a classic and personal style through their dynamic character.



A yellow gold and diamond-set calendar wristwatch with bracelet, centre seconds, brown dégradé dial, guarantee and swing tag

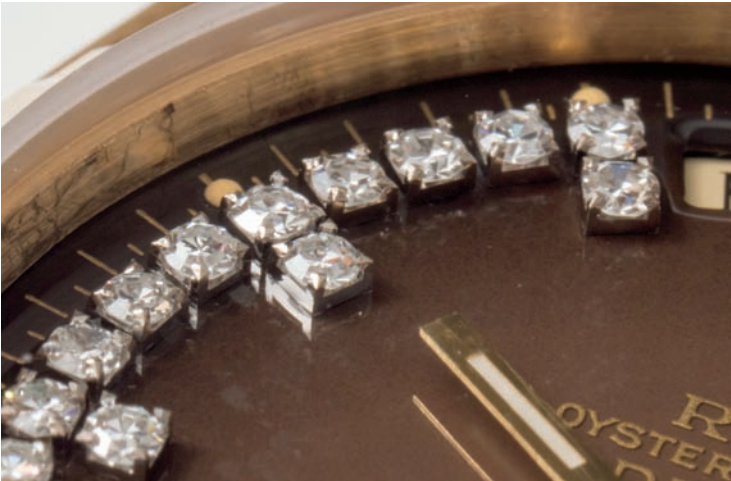
MANUFACTURER	Rolex
YEAR	1983
REFERENCE No.	18038
CASE No.	7'440'287
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 10,000-20,000 ▼ \$10,200-20,500 €9,500-18,900



NOTES

**ACCESSORIES**  
Punched Rolex guarantee dated 14th October 1985, green leather wallet and swing tag

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Dial close-up showing hour-markers with two diamonds



THROUGH THE SPECIALIST’S LOUPE: Excellent case proportions and tight fit of sapphire-crystal



REF. 18038

Rocher

LOT 17



From its first catalogue introduction in 1956, the Day-Date undeniably embodied the Rolex symbol of class and elegance. Many possible combinations were given by the variety of dials and case materials, the innumerable bezel patterns and the different bracelet assortments. This 18038 reference manufactured in 1983 shows a perfectly conveyed timepiece able to convey a remarkable visual aesthetic impact.

The yellow gold case creates a contrasting effect with the amazing brown dégradé dial. The distinguishing feature of these lacquered 'dégradé' coatings is the centripetal gradual colour fading. Furthermore, the dial is adorned with round cut diamond hour markers.

This example shows an immaculate overall state of preservation, with unpolished case and bracelet and its original warranty papers. As a result, the ensemble of these features bestows an outstanding charm to the present timepiece.



A rare and attractive white gold and diamond-set calendar wristwatch with centre seconds, bracelet and blue dégradé dial

MANUFACTURER	Rolex
YEAR	1980
REFERENCE No.	18039
CASE No.	6'157'425
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Hardly worn case back sticker, proof of limited wear



THROUGH THE SPECIALIST’S LOUPE: Wonderful case proportions, without polishing



REF. 18039

# Diamond Race

LOT 18



This sumptuous Day-Date made in 1980 exhibits an overall “like new” conservation state. As a measure of proof the timepiece retains its original Rolex sticker bearing the 18039 reference number, still partially stuck on the case back.

The spectacular visual effect given by the white gold watch fitted with the blue dégradé dial leaves us mesmerised. Furthermore, it is preciously adorned with interchanging baguette-cut and round cut diamond hour indexes. The 3055 calibre movement is characterised by the single quick-set date function, which allows a rapid date adjustment.



A rare and attractive white gold and diamond-set calendar wristwatch with bracelet, centre seconds and green dégradé dial

MANUFACTURER	Rolex
YEAR	1976
REFERENCE No.	1803
CASE No.	3'799'977
MODEL NAME	Day-Date
MATERIAL	18k white gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Profile view showing dégradé dial concept



THROUGH THE SPECIALIST’S LOUPE: Silver printing reserved for “white”-metal case versions



REF. 1803

# Augusta Green

LOT 19



The present Day-Date is distinguished by an absolutely eye-catching contrast created by the white gold case, its stunning dial and Seventies style.

Beyond its extremely rare white gold case, this timepiece features a dégradé green dial adorned with 8 round cut diamond indexes and 2 baguette-cut diamonds at 6 and 9 o'clock.

The deployant clasp of the 8385 President bracelet internally bears the engraved Rolex hallmark and 18K gold markings.





SUNDAY

ROLEX  
OYSTER PERPETUAL  
DAY-DATE





## 6. Pure Geometry

LOT 20 - 22

With the intricate, geometrical patterns found on these extraordinarily rare dials, Rolex expressed their creativity and style in a fascinating, yet subtle manner. All dating to the early 1960s, each was “engine turned”, a precision crafted technique using automated pantograph machines - a mechanically linked system that traces the pattern of a large surface, and identically engraves it onto the surface of a much smaller object. It’s a technique first used in watchmaking by Abraham Louis Breguet in the late 18th century to engrave a tiny, secret signature into his dials to prevent forgeries.

A close examination reveals that their patterns are perfectly uniform and symmetric, reflecting the accuracy with which Rolex fabricated them. The finely textured surfaces formed by the engraved channels capture and brilliantly reflect incident light, creating a playful and delightful variability to the appearance of each dial as lighting conditions change throughout the day. They illustrate Rolex’s experimentation with lines and forms, ranging from the very traditional, “clous de Paris”, or paver stone, pattern used for centuries to embellish cases, to the angularly radiating lines found on the “Brooklyn Bridge” that express a vision towards the future.



A very rare and early yellow gold calendar wristwatch with unusual big logo bracelet, centre seconds and geometric engine turned dial

MANUFACTURER	Rolex
YEAR	1960
REFERENCE No.	1803
CASE No.	544'977
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1555
BRACELET/STRAP	Rolex brick link
CLASP/BUCKLE	Folding deployant clasp with big logo stamped 2.60
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 30,000-60,000 ▼ \$30,700-61,500 €28,400-56,800



NOTES



THROUGH THE SPECIALIST’S LOUPE: Early bezel version with finer reeding



THROUGH THE SPECIALIST’S LOUPE: Big Rolex-logo and patent stamp inside deployant clasp



REF. 1803

# Capitolium

LOT 20



Released during the mid Fifties, the Day-Date immediately distinguished itself on the international watchmaking scene as the first wristwatch to showcase the date and the day of the week, fully displayed by means of an aperture on the dial.

Upon a closer look, this amazing yellow gold 1803 manufactured in 1960 leaves us mesmerised, and we experience a true sensational feeling. What distinguishes this piece is not its technical mastery, but rather the artistic bravery in realising the extraordinary dial, which shows a geometrical pattern recalling Michelangelo's square on the Capitoline in Rome.

The results are perfectly harmonious matched with an 18K yellow gold bracelet exhibiting a highly linear tile link pattern.

The 1803 reference presented a new case slightly more slender compared to those of its forerunners and fitted a more reliable movement, the 1555 calibre, featuring an 18'000 beat per hour frequency.

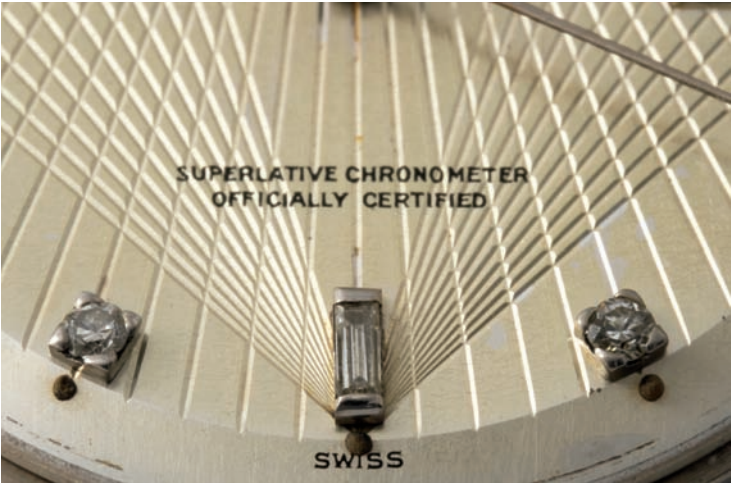


A very rare and highly unusual platinum and diamond-set calendar wristwatch with bracelet, centre seconds and rare linear geometric engraved dial

MANUFACTURER	Rolex
YEAR	1961
REFERENCE No.	1804
CASE No.	740'147
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1555
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp, stamped 4.60
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES



THROUGH THE SPECIALIST'S LOUPE: Dial close-up with hand-engraved pattern on surface



THROUGH THE SPECIALIST'S LOUPE: Rolex stamps and platinum marks inside deployant clasp



REF. 1804

# Brooklyn Bridge

LOT 21



At first glance of this superb platinum Day-Date realized in the early Sixties, it is impossible not to be spellbound. Many distinguishing features of the present lot appeal to collectors, however after a closer look a greater emotion prevails.

The outstanding dial sported by this timepiece displays a geometrical decoration recalling futurist patterns and is enriched with 8 round cut diamond hour markers and two baguette-cut diamonds at 6 and 9 o'clock. The platinum bezel of this 1804 reference is fitted with 44 round cut diamonds.

The emotional impact of this outstanding wristwatch prevails over the technical aspects of merely telling the time. Designed and manufactured in the early years of the Day-Date's history, the present example illustrates perfectly the creative genius behind this historic Rolex watch.



A very rare and unusual pink gold calendar wristwatch with bracelet, centre seconds and rare pink honeycomb dial

MANUFACTURER	Rolex
YEAR	1977
REFERENCE No.	1803
CASE No.	5'083'011
MODEL NAME	Day-Date
MATERIAL	18k pink gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Dial close-up showing sophisticated engine-turning



THROUGH THE SPECIALIST’S LOUPE: Excellent case proportions and raised plexi-glass crystal



REF. 1803

# Honeycomb

LOT 22



The present Day-Date is dressed in pink gold and fitted with an 'acrylic watch glass' and distinguished by quite an uncommon feature: a magnificent overall condition including a like new President bracelet.

Additionally, the perfectly preserved peculiar and rare dial is the crowning touch. As a result, this timepiece generates extraordinary collector interest.

Manufactured in 1977, this 1803 displays an unusual dial decorated with a three dimensional pattern named "clous de Paris" and applied hour markers referred to as 'dart indexes'.

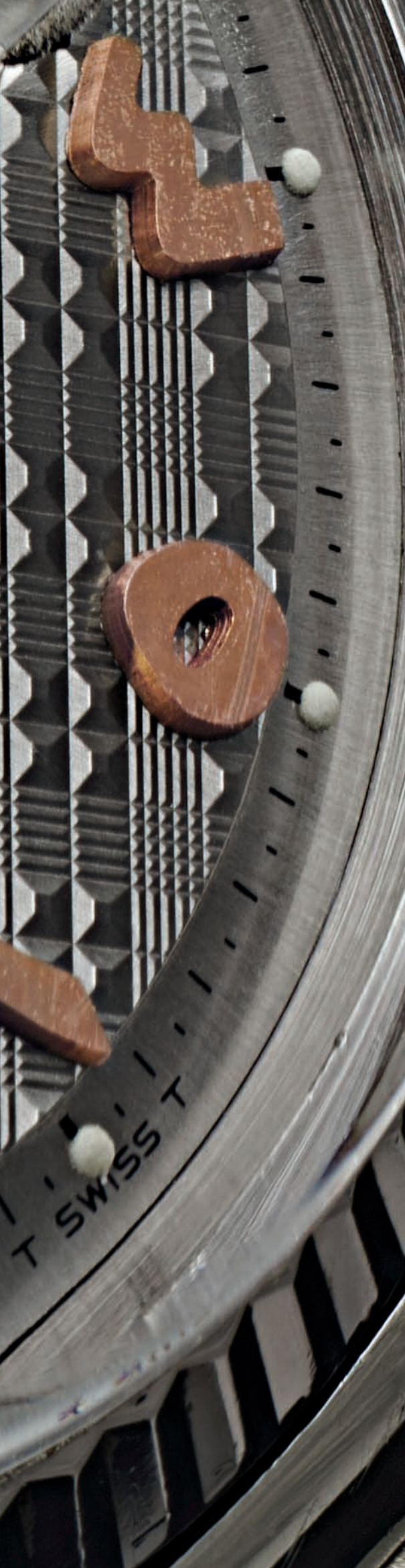
The fluted bezel is a typical characteristic of the Rolex Day-Date ref. 1803.



OSTER  
DAY, C

SUPERLATIVE CHRONOMETER  
OFFICIALLY CERTIFIED





## 7. The Arabian Knights

LOT 23 - 26

Due to insatiable global demand for its watches, Rolex offers bespoke versions of the Day-Date with custom day and date wheels in a variety of languages. During a short period from the 1960s and 1970s, Rolex went above and beyond in its customization for one market in particular. Fitted with Arabic-script applied markers, Rolex offered these bespoke dials for the Middle Eastern market that are now one of the rarest and most coveted dial variations for the Day-Date.

Rolex, demonstrating its superb marketing savvy, chose a generic version of Arabic script, known as Arabic-Indic numerals, that is easily understood by all Arab countries. The watches in this chapter illustrate the variety of these rare dials, with solid, white gold, yellow gold, or even rose gold numerals. They adorn two Day-Date watches with magnificent, “tapisserie-finished” engine-turned dials, a yellow gold reference 1811 with champagne-colored dial, and a platinum reference 1804 with an elegant silver-colored dial.

Exceptional, unusual, and unexpected, these are precious “Arabian Knights” of the Rolex collecting world that would fit perfectly within an important Rolex collection.



A very rare and important yellow gold calendar wristwatch with applied Arabic numerals, centre seconds, champagne dial and big logo bracelet

MANUFACTURER	Rolex
YEAR	1975
REFERENCE No.	1811, stamped 1803 inside the case back
CASE No.	4'006'142
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex mesh link bracelet, reference 6764
CLASP/BUCKLE	Folding deployant clasp with big logo, stamped J299
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 40,000-80,000 ▼ \$41,000-82,000 €37,900-75,800



NOTES

LITERATURE

The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Dial close up showing ultra-rare Arabic numerals



THROUGH THE SPECIALIST'S LOUPE: Big Rolex-logo inside deployant clasp



REF. 1811

# Cleopatra

LOT 23



This wonderful Day-Date made in 1975, appears before our eyes in all her powerful beauty dressed in glittering yellow gold. The production of the 1811 reference began in 1966.

The bezel is decorated with a linen-textured pattern and is slightly differentiated from the 1806 reference, which features a linen-textured finish on both case and bezel.

The champagne coloured dial is ultra-rare, showcasing gold relief applied Arabic script numerals and an English day wheel.

The superbly preserved case still features sharp-angled edges and is further enhanced by a beautiful overall state of conservation. This unusual bracelet is hand crafted and bears the reference number 6764.



A very rare and important platinum and diamond-set wristwatch with Arabic calendar, applied white gold Arabic numerals, centre seconds and bracelet

MANUFACTURER	Rolex
YEAR	1960
REFERENCE No.	1804
CASE No.	549'237
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo and featured in *100 Superlative Rolex Watches*, by John Goldberger, page 163



THROUGH THE SPECIALIST’S LOUPE: Generous case proportions with raised diamond-set bezel



THROUGH THE SPECIALIST’S LOUPE: Deployant clasp with raised Rolex coronet and markings



REF. 1804

# Scheherazade

LOT 24



The reference 1804 was manufactured in yellow, white and pink gold and in platinum. It is distinguished by a diamond-set bezel instead of the traditional fluted one. The present lot, manufactured in 1960, features a platinum case with a bezel adorned with 44 diamonds.

The extraordinary Arabic dial showcases white gold relief, applied Arabic script numerals and full Arabic calendar, which further renders this timepiece as one of the most desirable objects in the world of collectable Rolex.

Exceptional and highly unusual, the present watch is an outstanding Day Date which would crown any important Rolex collection.



An extremely rare and important pink gold wristwatch with Arabic calendar, applied pink gold Arabic numerals, bracelet, centre seconds and unusual tapisserie dial

MANUFACTURER	Rolex
YEAR	1974
REFERENCE No.	1803
CASE No.	3'453'241
MODEL NAME	Day-Date
MATERIAL	18k pink gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Folding deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 40,000-80,000 ▼ \$41,000-82,000 €37,900-75,800



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Close-up of case with untouched lugs



THROUGH THE SPECIALIST'S LOUPE: Fine tapisserie pattern on this highly unusual dial



REF. 1803

# Aladdin Rose

LOT 25



Another superb and important example the present Day-Date was manufactured in 1974. At the time of its conception the watch was originally made for the Middle Eastern market but today is highly coveted by all Rolex watch collectors.

The spectacular dial, in wonderfully original condition, showcases an engraved 'tapisserie' pattern adorned with pink gold applied Arabic script numerals.

Both apertures for the day and for the date are in Arabic and its condition remains excellent overall.



A highly important white gold wristwatch with Arabic calendar, pink gold applied Arabic numerals, bracelet and unusual tapisserie dial

MANUFACTURER	Rolex
YEAR	1968
REFERENCE No.	1803
CASE No.	1'684'900
MODEL NAME	Day-Date
MATERIAL	18k white gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp stamped 2.67
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 40,000-80,000 ▼ \$41,000-82,000 €37,900-75,800



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Stunning combination of rose Arabic numerals on tapisserie dial



THROUGH THE SPECIALIST’S LOUPE: Harmonious case proportions with well-defined bezel facets



REF. 1803

Idris

LOT 26



The powerful contrasting visual impact given by this monochrome Day-Date with pink gold hour markers and hands renders this timepiece truly breathtaking, exceptionally rare, and important.

The highly unusual dial is decorated with an engraved 'tapisserie finish' pattern adorned with pink gold relief and applied Arabic script numerals.

Both apertures for the day and for the date are in Arabic, adding a further layer of rarity and complexity to this already historically significant Day-Date.





PERCOLEDI



ROLEX  
OYSTER PERPETUAL  
DAY-DATE

SUPERLATIVE CHRONOMETER  
OFFICIALLY CERTIFIED





## 8. La Baguette Magique

LOT 27 - 29

Casting a spell with their remarkable beauty, the watches of the La Baguette Magique chapter are fitted with rare dials combining round brilliant diamonds with baguettes made of precious stones that span nearly their entire circumference. The baguettes, like mysterious “baguettes magiques”, or magic wands, captivantly glow thanks to Rolex’s use of highest quality emeralds (Earth), sapphires (Wind), rubies (Fire).

Rolex has used these gems to both physically and emotionally highlight their masterpieces of timekeeping. Diamonds are seen to absorb and amplify the thoughts of its owner. Emeralds are meant to aid in fertility. Rubies represent love and protect from bad health as well as giving one good luck. Sapphires have long been associated with peace and happiness.

Whereas the “Wind” and “Fire” examples are found in classic 18 karat yellow gold Day Date watches, “Earth” is fitted into a rare ‘Tridor’ model. The Tridor features an exquisite bracelet with outer links made of white gold and special centre links in which the metallurgical experts at Rolex perfectly fused three different colors of gold – yellow, rose, and white.

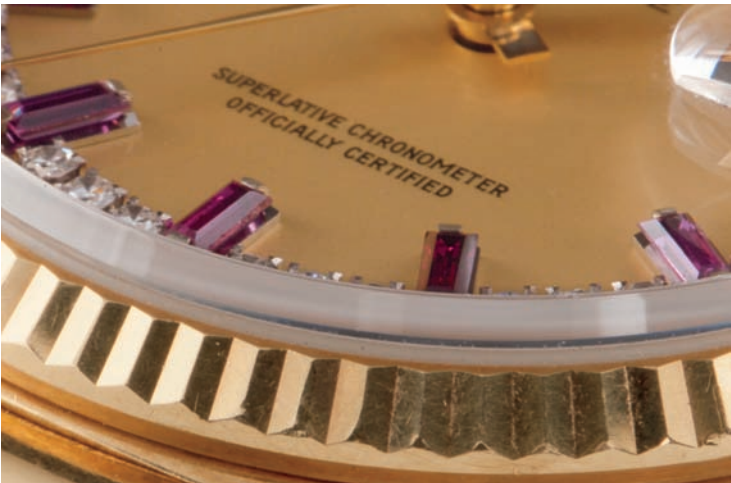


A rare and attractive yellow gold, diamond and ruby-set calendar wristwatch with bracelet and champagne dial

MANUFACTURER	Rolex
YEAR	1983
REFERENCE No.	18038, inside case back stamped 18000
CASE No.	7'372'853
MODEL NAME	Day-Date
MATERIAL	18k yellow gold, diamonds and rubies
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES



THROUGH THE SPECIALIST'S LOUPE: Close-up of case and dial, extremely precise printing on dial



THROUGH THE SPECIALIST'S LOUPE: Excellent case proportions, probably never polished



REF. 18038

Fire

LOT 27



The 18038 reference, produced between 1977 and 1988, is characterised by an 18K yellow gold case and bracelet, and by a fluted bezel. Following the introduction of these models fitted with sapphire crystal, the fifth and last digit of the reference indicates the metal of the case in 18k yellow gold.

The charming champagne dial is further enriched with baguette-cut rubies and round-cut diamond hour markers.

Rolex launched the sapphire crystal in 1977 which was fitted onto gold Day-Date, Datejust and Turnograph models as well as Oysterquartz models. The sapphire material is much harder than the previously used acrylic glass, therefore far less likely to get scratched.



A very rare three color gold, diamond and emerald-set calendar wristwatch with bracelet, centre seconds and champagne dial

MANUFACTURER	Rolex
YEAR	1987
REFERENCE No.	18039B
CASE No.	9'001'054
MODEL NAME	Day-Date, Tridor
MATERIAL	Three color 18k gold, diamonds and emeralds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES



THROUGH THE SPECIALIST’S LOUPE: Lovely combination of emeralds and diamonds on dial



THROUGH THE SPECIALIST’S LOUPE: Centre-links of bracelet with pink, yellow and white gold



REF. 18039B

Earth

LOT 28



In the mid Eighties the Day-Date line introduces the Tridor version. One single model combining three gold colors: a yellow gold bezel, a white gold case and a President bracelet with fused yellow, white and pink gold centre links. Perfectly exemplified by the outstanding piece which is illustrated here, manufactured in 1987 bearing the 18039B reference number.

The superb and rare dial is adorned with ten baguette-cut emerald hour markers, harmoniously interlace with round cut diamonds.

The calibre 3055 movement, powering Day-Dates from 1977 to 1988, is characterised by the single quick-set date function, which allows a rapid date adjustment.



A rare and attractive yellow gold, diamond and sapphire-set calendar wristwatch with centre seconds, bracelet and champagne dial

MANUFACTURER	Rolex
YEAR	1979
REFERENCE No.	18038
CASE No.	5'972'218
MODEL NAME	Day-Date
MATERIAL	18k yellow gold, diamonds and sapphires
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES



THROUGH THE SPECIALIST’S LOUPE: Extraordinary colors: snow-white, rich blue and champagne



THROUGH THE SPECIALIST’S LOUPE: Close-to-mint case proportions



REF. 18038

Wind

LOT 29



Another glamorous 18038 reference of the late Seventies exhibiting a gorgeous dial adorned with baguette-cut blue sapphires and round cut diamonds.

It is powered by the Rolex calibre 3055 movement featuring 27 rubies and a 28'800 beat per hour frequency.

Internally engraved on the concealed clasp of this ref. 8385 President bracelet, you may observe the classic "18K" hallmarks; the so-called Helvetia head and the international precious metal stamp.









## 9. A Walk on The Daring Side...

LOT 30 - 34

With the examples found in this chapter, Rolex proves it has mastered the art of being daring. Like fireworks, gems explode in a kaleidoscope of color and light, imbuing each watch with radiant brilliance and vibrancy.

The “Snowflakes in Spring” and “Tangerine Roulette” are graced with pavé diamond studded lugs, factory fitted with diamonds of varying sizes that follow the Oyster case’s sensual, sweeping curves. Their dials are spectacular, with meticulously set micro-diamonds spanning their entire surfaces.

“Lucky Wheel” and “Deep Blue” delight with exquisite baguette set bezels that shine as if they are harnessing the power of the stars, whilst “Pepita Red” dazzles with a brilliant red Stella dial set with baguette and round brilliant diamonds. It is further enhanced with a simply superb factory original bracelet with links that resemble little gold nuggets.



A very rare, heavy and unusual yellow gold and diamond-set calendar wristwatch with centre seconds, custom made bracelet and pepita red lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1973
REFERENCE No.	1803
CASE No.	3'401'401
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Custom made and heavy Rolex woven bracelet, reference 8623
CLASP/BUCKLE	Folding deployant clasp, stamped 72
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Bracelet detail with, woven of hand-engraved links



THROUGH THE SPECIALIST’S LOUPE: Bright red dial with contrasting black printing



REF. 1803

# Pepita Red

LOT 30



In the early Seventies, Day-Dates were fitted with brightly coloured enamel-lacquered dials and broadly referred to as “Stella”. The combination of the yellow gold version and orange toned dial results in an impressive 1973-dated Day-Date. The reference 8623 bracelet is entirely handmade and features a highly distinctive decoration. To put it briefly, a timepiece with a great captivating shine.

This rare and brilliant lacquered Stella dial displays a red orange colour shade and is preciously enriched with 8 round cut and 2 baguette-cut diamonds positioned at 6 and 9 o'clock.

The timepiece is powered by a 1556 calibre movement and features a 19'800 beat per hour frequency. Introduced in the mid Sixties as the latest improvement to the 1555 calibre, after 1972 Day-Dates featured a hacking mechanism that allows precise time-setting of the timepiece.



An attractive yellow gold, diamond, ruby, emerald and sapphire-set calendar wristwatch watch with bracelet, champagne dial and original guarantee

MANUFACTURER	Rolex
YEAR	1988
REFERENCE No.	18188A
CASE No.	9'533'484
MODEL NAME	Day-Date
MATERIAL	18k gold, diamond, emerald, ruby and sapphires
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 30,000-60,000 ▼ \$30,700-61,500 €28,400-56,800



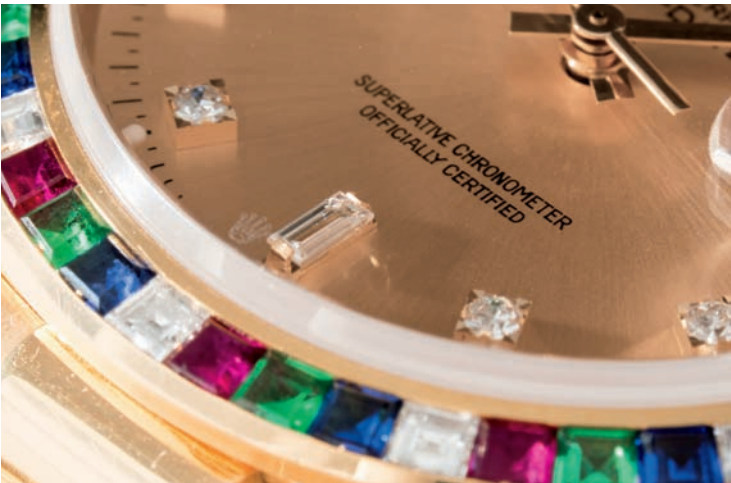
NOTES

ACCESSORIES

Punched Rolex guarantee stating that the present watch was sold in Hong Kong by Zurich Watch Co. Ltd, December 2000 and product literature

LITERATURE

The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Alternating colors of white, blue, green and red



THROUGH THE SPECIALIST’S LOUPE: Extraordinary appearance thanks to exclusive bezel



REF. 18188A

# Lucky Wheel

LOT 31



When one single detail of the whole ensemble results in anything but normal it cannot escape our notice. This is clearly embodied in the timepiece revealed before our eyes. This distinctive yellow gold 18188A reference showcases a 'rainbow' bezel adorned with interchanging and repeating sapphires, rubies, emeralds and diamonds.

Not wanting to create a chromatic diversion with its multicolored bezel, the dial appears in a discreet champagne shade of colour, perfectly matched with the yellow gold case and further enriched with 8 round cut and 2 baguette-cut diamonds.

Manufactured in the late Eighties, the watch displays an overall "like new" state of preservation and is accompanied with its original warranty certification.



A very rare and unusual yellow gold and diamond-set calendar wristwatch with bracelet, centre seconds, pavé diamond and enamel dial with original guarantee

MANUFACTURER	Rolex
YEAR	1990
REFERENCE No.	18388, stamped 18200 inside the case back
CASE No.	L855'090
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900

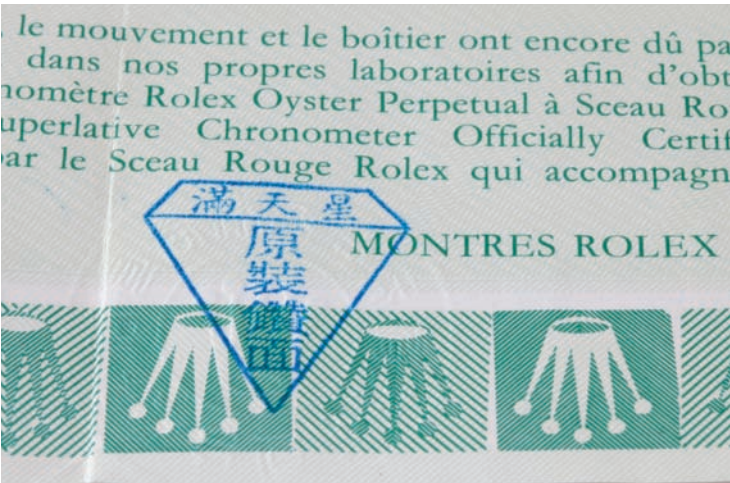


NOTES

ACCESSORIES  
Punched Rolex guarantee stating that the watch was sold in Taiwan



THROUGH THE SPECIALIST’S LOUPE: Case close-up showing diamond-set lugs



THROUGH THE SPECIALIST’S LOUPE: Taiwanese retailer stamp on original guarantee



REF. 18388

# Tangerine Roulette

LOT 32



Reference 18388 is known for featuring diamonds not only on the bezel but also on the four lugs of the case. It was then optional to the first owner to choose between the standard gold president bracelet or more lavish versions, some with

diamond set links.

The most stunning feature of the “Tangerine Roulette” offered here is the dial, composed of a pavé set centre and outer ring, and a prominent coral orange or tangerine coloured enamel sector ring divided by the interspaced gold hour markers.

Both the Rolex and Day-Date logos are printed on raised gold platforms. Another exceptional particularity of this dial are the enamel segments surrounding the week day and date apertures.



A very rare and attractive yellow gold and baguette diamond calendar wristwatch with bracelet, centre seconds and lapis lazuli hard stone dial

MANUFACTURER	Rolex
YEAR	1986
REFERENCE No.	18168, stamped 18000 inside the case back
CASE No.	9'178'646
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Case, dial, movement and bracelet signed
ESTIMATE	CHF 25,000-50,000 ▼ \$25,600-51,200 €23,700-47,400



NOTES



THROUGH THE SPECIALIST’S LOUPE: Substantial baguette diamonds on bezel



THROUGH THE SPECIALIST’S LOUPE: Close-up of dial with typical Lapis Lazuli structure



REF. 18168

# Deep Blue

LOT 33



The most impressive bezel set with 24 baguette cut diamonds, two for each hour segment, is the point of particular interest for this reference 18168. Only very few examples of this high-end Day-Date version were ever finished and sold, due to its substantial retail price.

The lapis lazuli dial, shining in different tones of blue and displaying the typical gold coloured veneering of this noble hard stone is a perfect addition to this Day-Date reference.

The lapis lazuli dials have no hour markers. They were fitted with a unique hand design, gently tapering gold hands with a dark enamel insert. The gold frames for the date and day apertures are another enhancement to this dial and were reserved for the most elaborate of all hard stone dials.



A very rare and beautiful yellow gold, diamond and emerald-set calendar wristwatch with bracelet and centre seconds

MANUFACTURER	Rolex
YEAR	1997
REFERENCE No.	18338
CASE No.	W032'751
MODEL NAME	Day-Date
MATERIAL	18k gold, diamonds and emeralds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES



THROUGH THE SPECIALIST'S LOUPE: Dial close-up with precise and even diamond-setting



THROUGH THE SPECIALIST'S LOUPE: Case back with green sticker, signs of little wear



REF. 18338

# Snowflakes in Spring

LOT 34



From its earliest references, Rolex introduced the presence of precious stones on the Day-Date, proving that they could master the art of being daring.

These glamorously glittering versions became soon very popular status symbols amongst celebrities, however, the common denominator was always the model name, Day-Date.

"Snowflakes in Spring", made in 1997 and bearing the reference number 18338, is fitted with an amazing champagne dial adorned with diamonds and emerald hour markers. The case is further enhanced with diamond-set lugs giving the present example a radiant brilliance and vibrancy.

A closer look highlights a distinguishing feature: the absence of the 'Superlative Chronometer Officially Certified' script to leave the stage to the dazzling gemstones.









## 10. Officially Certified

LOT 35 - 39

Since its formation as a company in 1905, Rolex has had a relentless focus on precision timekeeping, going the extra mile to have the accuracy of even its earliest watches certified by an independent third party. Rolex's noble dedication to accuracy, still in full force today, not only helped the brand achieve its unmatched success, but also was instrumental to the success of the wristwatch.

Every Day-Date watch sold was a chronometer, officially certified as such by the independent Swiss organization now known as *Contrôle Officiel Suisse des Chronomètres*, or COSC.

When originally sold, the paperwork accompanying each Day-Date included an important, and often lost, official Rolex certificate that articulated the terms of Rolex's one-year guarantee against manufacturing defects. Elegantly punched at the top right with a "Chronometer No.," the certificate also certified that the watch's movement had indeed undergone 15 days and 15 nights of rigorous testing - earning their designations as precision chronometers.

Accompanied by their original guarantee certificates, these watches exemplify how owners of the prestigious Day-Date model tend to cherish them. Combined with their rarity and outstanding condition, the presence of these documents enhances their desirability. They are, therefore, highly coveted Day-Dates for those discerning collectors who appreciate original paperwork.



A very rare platinum and diamond-set calendar wristwatch with bracelet, rate certificate, guarantee, day-date booklet, swing tags and unusual presentation box

MANUFACTURER	Rolex
YEAR	1967
REFERENCE No.	1804
CASE No.	1'526'254
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, reference 7286
CLASP/BUCKLE	Folding deployant clasp stamped 2.67
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**ACCESSORIES**  
*Rolex Watch Rate Certificate No. 2091879, from the Bureaux Suisses de Contrôle Officiel de la Marche des Chronomètres dated 15 December 1966, original punched guarantee, unusual Rolex period fitted presentation box and original swing tags. Furthermore delivered with period “Day-Date” brochure and guarantee card.*



THROUGH THE SPECIALIST’S LOUPE: Dial close up with non-luminous hands



THROUGH THE SPECIALIST’S LOUPE: Raised diamond-set bezel, reserved for reference 1804



REF. 1804

# Victoria Peak

LOT 35



The 1804 reference was released in gold (yellow, white or pink) and platinum versions and featured diamond set bezels. This illustrated example manufactured in 1967 sports a platinum watchcase fitting a ref. 7286 President bracelet with folding deployant clasp and is further enhanced by a bezel fitted with 44 diamonds.

The silvered dial is enriched with 8 round cut diamond hour markers and 2 baguette-cut diamonds traditionally placed at 6 and 9 o'clock.

As a result, this timepiece, in addition to being in outstanding condition, is presented with its original box and all of its papers, which will surely please any collector.



A very rare yellow gold calendar wristwatch with bracelet, centre seconds, black lacquered dial, guarantee and box, made for the Sultanate of Oman

MANUFACTURER	Rolex
YEAR	1985
REFERENCE No.	18038
CASE No.	8'800'008
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, dial further stamped with the National emblem of the Sultanate of Oman printed in red</i>
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

ACCESSORIES

Punched Rolex guarantee, green wallet, fitted Day Date presentation box with applied Kanjar to the inside and outer packaging

LITERATURE

The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Case proportions, crisp as on the day when the watch was finished



THROUGH THE SPECIALIST’S LOUPE: Untouched green sticker to case back, no signs of wear



REF. 18038

# Royal Black

LOT 36



The present Day-Date bearing the serial number 8'800'008 was manufactured in 1985 upon special order for the Royal Court Affairs (Diwan) of the Sultanate of Oman, a governmental authority in charge of the placement of these objects given as gifts to those who were close to the Sultan.

The highly rare black dial exhibits a closed minute track and is embellished with the red Omani Khanjar and swords insignia, placed at 6 o'clock instead of the traditional "Superlative Chronometer Officially Certified" script.

The present timepiece reveals an "as new" condition and presents extraordinary accessories. The back case still bears the Rolex sticker displaying the reference number, is accompanied by its original warranty paper, the leather box internally showcasing the crossed-swords logo and the outer cardboard packaging.



A very rare and highly unusual yellow gold calendar wristwatch with linen-textured case and bracelet, centre seconds and champagne dial

MANUFACTURER	Rolex
YEAR	1962
REFERENCE No.	1806, stamped inside the case back 1803
CASE No.	853'730
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1555
BRACELET/STRAP	Rolex, reference 6764, end links stamped 22
CLASP/BUCKLE	Folding deployant buckle stamped 63
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 10,000-20,000 ▼ \$10,200-20,500 €9,500-18,900



NOTES

**ACCESSORIES**  
Rolex Watch Rate Certificate No. 1269594, from the Bureaux Suisses de Contrôle Officiel de la Marche des Chronomètres dated 6 February 1963, period Day-Date booklet and box



THROUGH THE SPECIALIST’S LOUPE: Florentine (linen-pattern) case and bracelet decoration



THROUGH THE SPECIALIST’S LOUPE: Original rating certificate with retailer stamp



REF. 1806

# Golden Goose

LOT 37



This Day-Date reference 1806 produced in 1962 features a case and bezel adorned with a “linen-textured” pattern, and is fitted with an entirely handmade ref. 6764 bracelet sporting a folding clasp.

The 1806 reference was introduced in 1959 together with the calibre 1555 movement.

Noteworthy collector interest surrounds this early Day-Date, due to the important presence of the Chronometer Certificate together with its amazing Spanish language book and presentation box.



A possibly unique yellow gold and diamond-set wristwatch with Arabic calendar, bracelet, burgundy lacquered “Stella” dial and guarantee, made for the Sultanate of Oman

MANUFACTURER	Rolex
YEAR	1989
REFERENCE No.	18248
CASE No.	R883'123
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President with bark finish centre links, stamped 55B
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, dial and case back further engraved with the national emblem of the Sultanate of Oman</i>
ESTIMATE	CHF 30,000-60,000 ▼ \$30,700-61,500 €28,400-56,800



NOTES

**ACCESSORIES**  
With punched Rolex guarantee dated 28th November 1989 and swing tags



THROUGH THE SPECIALIST’S LOUPE: Untouched case back with engraved Khanjar and crown



THROUGH THE SPECIALIST’S LOUPE: Perfect and highly unusual bezel and bracelet finish



REF. 18248

# Royal Burgundy

LOT 38



What feature renders a watch truly exceptional? Perhaps the complexity of its mechanism or rather the choice of materials and finishes? Could it be the design? Without any doubt, all are important elements. However, it sometimes can not be enough. As a matter of fact, the secret of success lies in the masterful combination of flair, creativity, personality, luck and customization.

Perfectly exemplified by this, stunning Day-Date bearing the royal symbols printed on the dial, the ensemble exposes this example as a unique and ultimate dream piece.

The timepiece was made in 1989 upon special order for the Sultanate of Oman and showcases a burgundy lacquered Stella dial fitted with diamond indexes. The day and date wheels are in Arabic. The printed Sultan insignia and crown logo are placed at 9 o'clock. The same logo is engraved on the case back.

The timepiece reaches us as perfectly new and equipped with its original and complete packaging, therefore exceptionally worthy of consideration.



A rare and heavy platinum, diamond and emerald-set calendar wristwatch with bracelet, original guarantee card, product literature and fitted presentation box

MANUFACTURER	Rolex
YEAR	2012
REFERENCE No.	118206
CASE No.	7C7414E1
MODEL NAME	Day-Date
MATERIAL	Platinum, diamonds and emeralds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3156
BRACELET/STRAP	Rolex President, end links stamped 83206
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	37mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**ACCESSORIES**  
Original Rolex guarantee card, fitted presentation box with outer packaging, product literature and swing tag



THROUGH THE SPECIALIST’S LOUPE: Deep and sparkling emerald hour marker



THROUGH THE SPECIALIST’S LOUPE: Original credit-card sized guarantee card and red seal



REF. 118206

Bahia

LOT 39



The Oyster Perpetual Day-Date embodies the quintessence of prestige and excellence of Rolex watches.

Presented in 2008 and exclusively realised in precious metal, the design of reference 118206 undergoes a natural evolution of the Day-Date version highlighted by the unmistakable date and day openings. At the same time is further enhanced by its 37mm diameter case that renders the grandeur of this timepiece anything but ordinary.

The dial is embellished with round cut diamond indexes and two baguette-cut emeralds at 6 and 9 o'clock.

The Swiss automatic calibre 3156 movement is entirely developed and produced by Rolex, and is COSC certified. The architectural structure, like all OYSTER movements, bestows an unrivalled reliability.









## 11. The Beginning

LOT 40 - 43

The Day-Date, since its official launch in 1956, has remained, unequivocally, Rolex's flagship watch. Evoking a remarkable image of style and success for those fortunate to wear one, the Day-Date was the world's first calendar wristwatch to simultaneously display the date and day, spelled out in its entirety. Brilliantly and accurately marketed as a watch worn by those "who guide the destiny of the world", Day-Dates have been worn by more world leaders than any other watch.

Though the line was introduced to the public in 1956, the mechanism that drives the autonomous advances of the Day and Date indications was patented in July 1955. Accordingly, early examples, all bearing reference number 6511, were manufactured prior to 1956 as evidenced by their serial numbers. In this sale, we are thrilled to offer one of these early Day Dates from 1955. Initially, they were offered exclusively in 18 karat yellow or rose gold, and came fitted with an all-new, solid gold, attached bracelet with semi-circular, 3 piece links. With this so-called "President" bracelet, the Day Date was, by far, the most expensive watch Rolex ever made.

Illustrating Rolex's long-standing and unrelenting focus on timekeeping precision, the Day-Date was the first Rolex watch to have its dial printed with the now ubiquitous "Superlative Chronometer Officially Certified" text. Fitted with a self-winding movement housed in a water-resistant case, the watch was substantial when it was introduced. Its large, 36 mm case diameter, unchanged to this day, was ahead of its time. The fact that the Day-Date is still, nearly six decades after its introduction, as desirable as it ever was, is a testament to its timeless design.



An exceptionally rare and historically important yellow gold calendar wristwatch with centre seconds, red date, unusual bracelet, original guarantee and box

MANUFACTURER	Rolex
YEAR	1955
REFERENCE No.	6511
CASE No.	111'654
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1555
BRACELET/STRAP	Rolex
CLASP/BUCKLE	Folding clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

- ACCESSORIES  
*Rolex guarantee dated 7th May 1957, green Rolex wallet and Day-Date presentation box*
- LITERATURE  
*The present lot is illustrated in Day Date, The Presidential Rolex by Pucci Papaleo, Spin Edizioni*



THROUGH THE SPECIALIST’S LOUPE: The extremely rare, oversized red Day-Date printing



THROUGH THE SPECIALIST’S LOUPE: Simple, early (pre-deployant)-clasp with applied coronet



REF. 6511

# Great Gatsby

LOT 40



The present Day-Date was manufactured during the fourth quarter of 1955 and therefore before the official launch which occurred in Basel in 1956. The big so-called 'Millerighe' fluted bezel, a distinguishing feature of the early examples, and the gorgeous bracelet complete this wonderful example.

Rolex was still searching for a stylistic identity, therefore the dial shows the 'Day-Date' writing placed at 6 o'clock, which is printed in red as well as the date wheel.

Early Day-Date models were fitted with a thicker case compared to the classic Datejust cases from the same period, and were more curved than those of the references that followed, which displayed squared slim lines. Moreover, these models were fitted with a 'rounded' screw-down case back, similar to the Ovettone version for improved water resistance.

Exceptionally rare and historically important, the present Day-Date is offered in outstanding original condition.



An extremely rare and historically important pink gold calendar wristwatch with centre seconds, red and black date, bracelet and pink dial with no chronometer certification

MANUFACTURER	Rolex
YEAR	1955
REFERENCE No.	6511
CASE No.	134'692
MODEL NAME	Day-Date
MATERIAL	18k pink gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1055
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp stamped 2.57
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Red (and black) alternating "roulette" date indication



THROUGH THE SPECIALIST'S LOUPE: Case close-up showing crisp gold-mark underneath lug



REF. 6511

# Unofficially Unique

LOT 41



The present lot is a superb example in pink gold of the legendary Day-Date reference 6511; it is one of the earliest examples of this series ever produced, manufactured in 1955 as evidenced by the serial number 134692.

The beautiful and charismatic dial showcases the Day-Date signature classically positioned at 12 o'clock. However, the present example, coming from one of the finest collections of vintage watches, has a noteworthy feature underlining its historical importance and rarity: the omission of the "Superlative Chronometer Officially Certified" signature on the dial, a graphic element which usually characterise all Day-Date models.

Its desirability is further enhanced by the elegant and sophisticated look which renders the present Day-date a "must have" for any discerning collector.



A very rare and historically important white gold and diamond-set calendar wristwatch with centre seconds and bracelet

MANUFACTURER	Rolex
YEAR	1956
REFERENCE No.	6611
CASE No.	236'162
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1055
BRACELET/STRAP	Rolex Jubilee
CLASP/BUCKLE	Folding deployant clasp stamped 4.57
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 25,000-50,000 ▼ \$25,600-51,200 €23,700-47,400



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni

**PROVENANCE**  
Property from An Important European Collector



THROUGH THE SPECIALIST’S LOUPE: Finely reeded bezel and smooth fit of Jubilee bracelet



THROUGH THE SPECIALIST’S LOUPE: Fully marked, signed and dated deployant clasp



REF. 6611

# High Society

LOT 42



Reference 6611 must be considered one of the rarest Day-Date models, and examples in white gold are the rarest gems in the entire field of wristwatch collecting. In fact in forty years of international auctions scholars have not even counted a handful of these treasures.

The present example, coming from one of the finest collections of vintage wristwatches, has a number of noteworthy features underlining its importance. The dial with its outer half minute track at an angle has a wonderful pale champagne patina and is adorned with 10 diamond hour markers.

Its elegance is enhanced by not being overloaded with luminous dots, a fact matching the white gold hands being non luminous as well. The *Jubilee* bracelet in white gold dated 1957 is equally rare. It is a treat for a collector that it is still together with the watch after more than half a century.

Few Rolex Day-Dates are as elegant yet understated and of such rarity and importance as the present one.



An extremely rare and historically important platinum and diamond-set calendar wristwatch with centre seconds, grey dial and big logo bracelet

MANUFACTURER	Rolex
YEAR	1958
REFERENCE No.	6612
CASE No.	403'680
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1055
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp with big logo and stamped 3.59
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 100,000-200,000 ▼ \$102,000-205,000 €94,700-189,000



NOTES



THROUGH THE SPECIALIST’S LOUPE: Platinum bezel with very nicely preserved, sharp facet



THROUGH THE SPECIALIST’S LOUPE: Fully marked “Big-Logo” clasp, typical for 1950s



REF. 6612

# Big Kahuna

LOT 43



“Men who guide the destinies of the world wear Rolex watches”. Perhaps, to be in cohesion with the famous campaign of the ‘50s, Rolex realised timepieces such as the platinum example illustrated here.

The decision to use this precious material was based upon the objective to combine an extremely high-end product meant for the luxury world and its undeniable sporty nature.

This 6612 reference, manufactured in 1958, is one of only two examples known in platinum. Most fascinatingly, they have consecutive case

numbers underlining the rarity of this reference cased in platinum. The other example is illustrated in *100 Superlative Rolex Watches*, by John Goldberger, page 174-175.

It must be pointed out that the present dial differs from later productions, due to the circular finishing. Moreover, it is embellished with 8 round cut and 2 baguette-cut diamond hour markers placed at 6 and 9 o'clock.

The platinum President bracelet displays a concealed clasp and a larger Rolex crown logo. Internally, the case back bears the 6612 reference, indicating Day-Dates fitted with smooth bezels. The other marks stamped inside are the PT-0.950 marking referred to the platinum hallmark and the key which is the maker's emblem.





MARTES



ROLEX  
OYSTER-PERPETUAL  
DAY-DATE

SUPERLATIVE CHRONOMETRIC  
OFFICIALLY CERTIFIED



REF. 6612

# Big Kahuna

LOT 43





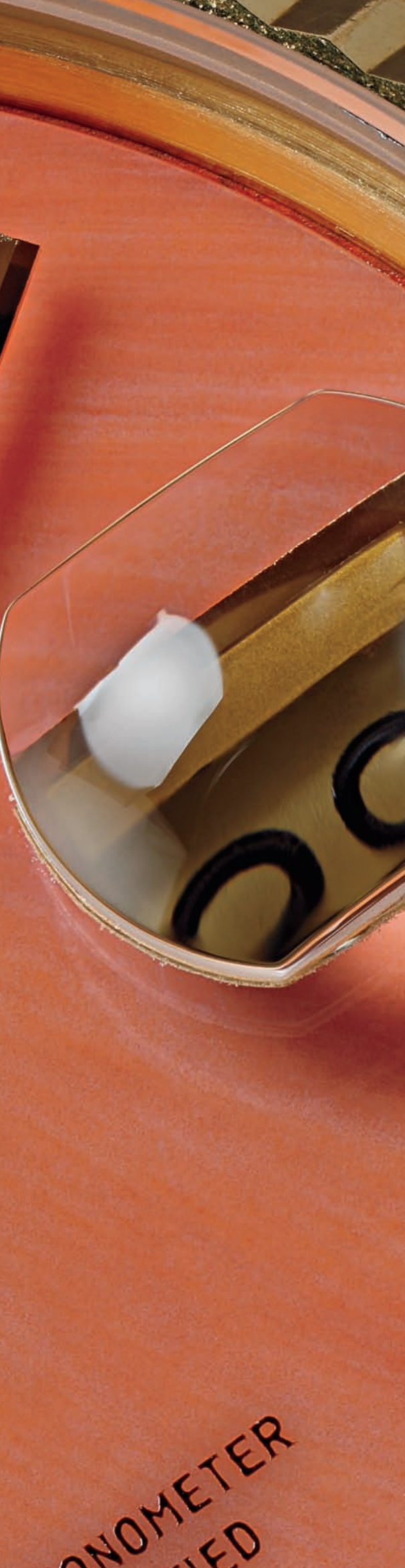


MONDAY



ROLEX  
OYSTER PERPETUAL  
DAY-DATE





## 12. Marvels of Nature

LOT 44 - 47

In employing organic materials in their creations, Rolex has instilled in their watches a link to the wonders of nature. A material that traces the history and story of the times of life, ranging from decades to millennia matches perfectly with a modern day time keeper that records our every day life. The combination is a beautiful synthesis of beauty, science and history.

The light coral dial found in “Coral Bay” is the only example known of its kind. Coral is believed to attract love and prosperity as the stone portrays passion.

Fossils truly represent one of the marvels of nature as preserved remains of animals can be anywhere from 10,000 to several billion years old, recording the story of life throughout the eons. Fossils have been gathered not only for their historical significance and scientific value but also their beauty and metaphysical properties. They have been used to aid in curing diseases, especially ailments of the skeletal system, hands and feet. They are also believed to aid in areas of business accomplishments.

The “Ammonite” uses a specific fossil of a marine invertebrate dating from 400 to 65 million years old that were named by the Egyptians as Ammon deriving from the shape of the fossil that appears like a ram’s horn. Ammonite is believed to promote general good health and also ease depression.



A very rare and unusual yellow gold and diamond-set calendar wristwatch with bracelet, centre seconds and fossil hard stone dial

MANUFACTURER	Rolex
YEAR	1993
REFERENCE No.	18238
CASE No.	S359'141
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 12,000-24,000 ▼ \$12,300-24,600 €11,400-22,700



NOTES

PROVENANCE  
Property from An Important Asian Collector



THROUGH THE SPECIALIST'S LOUPE: Dial close-up showing clearly visible fossil structure



THROUGH THE SPECIALIST'S LOUPE: Strong case proportions without signs of polishing



REF. 18238

# Jurassic Park

LOT 44



The Rolex Day-Date is one of the very rare watch models that has been able to surprise the market more than most other wristwatches thanks to its nearly unlimited number of case and dial variations.

The present reference 18238 features one of the most loved and rarest dial versions carved from a petrified fossil.

The result is simply stunning and its fascination stems from two facts. First it is easy to understand how incredibly difficult it must be for the dial maker to carve a thin slice of fossil then add 10 diamond settings, the gold frames for the apertures and the coronet, add the printing and finish to it, all without cracking the surface.

Secondly, the appeal this watch has to its wearer is every time when he (or she...) is reading the time and is reminded of how time is all relative. A millions of years old fossil from the past, traversed by the hour, minute and seconds hands of the present timed by the observatory tested Day-Date.



A very rare and unusual white gold calendar wristwatch with centre seconds, bracelet and mahogany dial

MANUFACTURER	Rolex
YEAR	1986
REFERENCE No.	18039
CASE No.	7'349'903
MODEL NAME	Day-Date
MATERIAL	18k white gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links stamped 55
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 15,000-30,000 ▼ \$15,400-30,700 €14,200-28,400



NOTES



THROUGH THE SPECIALIST'S LOUPE: Case profile with excellent definition, no signs of wear



THROUGH THE SPECIALIST'S LOUPE: Case back with very well preserved green factory sticker



REF. 18039

# Dashboard

LOT 45



Actually, a Day-Date of the Eighties sporting a walnut, mahogany or birch burl dial, the three types of wood used by Rolex, is not a timepiece too hard to find.

Furthermore, these wristwatches are usually found in yellow gold versions. On the other hand, the present example manufactured in 1986, besides being an amazing piece, also attracts high collector interest due to its mahogany burl dial showcased in this white gold version.

Further notice must be given to the extraordinary overall pristine state of preservation. The case back still bears its original Rolex sticker bearing the 18039 reference number.

The Day-Date was the first wristwatch ever to display the day of the week spelled out in full. The date wheel of the present example shows the day in English. According to tradition, Rolex issued a choice of up to 26 different languages.



A very rare and unusual yellow gold and diamond calendar wristwatch with centre seconds, bracelet, ammonite hard stone dial, guarantee and box

MANUFACTURER	Rolex
YEAR	1999
REFERENCE No.	18208, stamped 2098 inside case back
CASE No.	A207'466
MODEL NAME	Day-Date
MATERIAL	18k yellow gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 55B
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**ACCESSORIES**  
Rolex guarantee dated 9th January 2001, service card and fitted presentation box.

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Fascinating dial structure made of Ammonite



THROUGH THE SPECIALIST'S LOUPE: Smooth bezel, typical for reference 18208



REF. 18208

Ammon

LOT 46



Starting from the Eighties, Rolex introduced a series of stone dials not listed in their catalogues. The materials were very fragile therefore the manufacturing process was truly complicated. However, the purpose was to render this collection ever more exclusive, granting the owners of these timepieces a privileged feeling impossible to duplicate or copy.

This outstanding 18208 reference manufactured in 1999, with smooth bezel exhibits a magnificent black Ammonite dial which features day and date apertures, diamond hour indexes and the coronet logo.

The timepiece shows an overall “as new” condition characterised by unpolished sharp bevels, warming the heart of any watch collector. Moreover, the original Japanese warranty paper further underscores the added value of this piece.



An extremely rare yellow gold calendar wristwatch with bracelet, centre seconds and light coral hard stone dial

MANUFACTURER	Rolex
YEAR	1988
REFERENCE No.	18038
CASE No.	9'801'897
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links numbered 55
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 35,000-70,000 ▼ \$35,900-71,700 €33,200-66,300



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Gold frame around weekday aperture, typical for stone dials



THROUGH THE SPECIALIST'S LOUPE: Excellent case proportions and crisp bezel



REF. 18038

# Coral Bay

LOT 47



Despite the extremely difficult manufacturing process, Rolex produced for a short period of time a limited number of natural stone dials. Amongst these, certainly one of the most prestigious produced, is the coral stone dial.

This extraordinary ultra-rare yellow gold Day-Date features a soft-coloured coral dial, known as 'angel skin' and regarded as possibly the only one known.

Manufactured in 1988, the case and bracelet exhibit perfectly intact shapes and originally preserved brushed surfaces, illustrating its exceptional, mint overall condition.

The coral dial Day-Date has been named as the "Gulda" by collectors, as a tribute to the famous Austrian pianist Friedrich Gulda, who wore this version during his performances.









## 13. For Sharp Eyes Only

LOT 48 - 51

The details that make the watches found in this chapter so exceptional might be missed with the first glance by even a specialist. Due to their subtleties, they are proverbial “wolves in sheep’s clothing”, representing the ultimate in exclusivity. Uncommon rarity is their prevailing theme. A never-before-seen Day-Date with its winding crown found on the left side of its case is made even more desirable thanks to the presence of its vibrant Stella dial with diamond hour markers.

A close look at one dial is required to realize an exciting detail: An early Day-Date reference 6611 with German text, “Superlativer Chronometer Amtlich Geprüft”, indicates an experimental watch, and one of only a handful seen over the past 5 decades. A modern reference 118205 Day-Date initially attracts with its rose gold case and bracelet. But one look at the famous name found on its accompanying guarantee certificate illustrates its superb provenance, and the watch’s importance becomes clear.

Finally, paying attention to an elegant and uniquely styled bracelet identifies a watch made for a King by the legendary designer, Gerald Genta. Made of solid platinum and weighing in at a massive 300 grams, the reference 1831, with its stunning burgundy Stella dial, is one of only eight made for the former Shah of Iran in 1977.



A rare and attractive pink gold and diamond-set calendar wristwatch with bracelet, pink dial and original guarantee, formerly in the collection of Sir Eric Clapton

MANUFACTURER	Rolex
YEAR	2001
REFERENCE No.	118205
CASE No.	K323'211
MODEL NAME	Day-Date
MATERIAL	18k Pink gold
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links stamped 73855
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	37mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 10,000-20,000 ▼ \$10,200-20,500 €9,500-18,900



NOTES

**ACCESSORIES**  
Punched Rolex guarantee, product literature, swing tags and fitted wooden presentation box with outer packaging



THROUGH THE SPECIALIST'S LOUPE: Diamond hour markers on pale rose dial surface



THROUGH THE SPECIALIST'S LOUPE: Great combination: Smooth bezel and Oyster bracelet



REF. 118205

# Wonderful Tonight

LOT 48



Towards the end of the Nineties to the early Twenty-First Century, Rolex started to re-introduce watches cased in pink gold. With its beautiful pale rose dial, highlighted by 10 sparkling diamond hour markers, the present Day-Date is a lavish example, and is a superb representative of the modern era.

Collectors not only appreciate the rarity, looks and condition of their trophies but are equally fascinated by the history of their cherished pieces. It is consequently a complete dream when a fine timepiece once belonged to a celebrated collector or celebrity. In this instance, the present watch can offer both.

Sir Eric Clapton, is a true superstar and highly successful singer, songwriter and the only three time inductee to the Rock and Roll Hall of Fame. Ranking second in Rolling Stone magazine's list of 100 greatest guitarists of all time, he is also known as an avid collector of fine art, rare motorcars and fine collectors watches.



An important and possibly unique white gold and diamond-set calendar wristwatch with bracelet, chocolate colour lacquered “Stella” dial and very unusual left handed crown

MANUFACTURER	Rolex
YEAR	1969
REFERENCE No.	1803
CASE No.	1'743'883
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Folding deployant clasp, stamped 2.68
DIMENSIONS	36mm Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 50,000-100,000 ▼ \$51,200-102,000 €47,400-94,700



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Elegant combination of white gold and dark brown dial



THROUGH THE SPECIALIST’S LOUPE: White printing reserved for “white” metal case versions



REF. 1803

# Leonardo

LOT 49



The present 'left-side' Day-Date is actually unknown to the market. Up until today, this white gold 1803 reference, probably made upon special order by Rolex during the second half of the Sixties, has never appeared in literature.

The 'left-side' setting is distinguished by the placement of the winding crown on the left, the reference number at 12 o'clock and the serial number at 6 o'clock.

The 'chocolate' enamel dial shows silver metallic pigment graphics and is enriched with round cut diamond hour markers and baguette-cut diamonds at 6 and 9 o'clock.

Historically interesting and possibly unique, the present Day-Date is offered in wonderful original condition.



An extremely rare, early and historically interesting yellow gold calendar wristwatch with centre seconds, red date, bracelet and highly unusual German script dial

MANUFACTURER	Rolex
YEAR	1956
REFERENCE No.	6611
CASE No.	214'124
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic , 1055
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Folding deployant clasp, stamped 2.57
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 10,000-20,000 ▼ \$10,200-20,500 €9,500-18,900



NOTES



THROUGH THE SPECIALIST’S LOUPE: Detail of deployant clasp



THROUGH THE SPECIALIST’S LOUPE: Chronometer designation in German – probably unique



REF. 6611

# Bundeskanzler

LOT 50



This reference 6611, from the year the *Day-Date* was presented to the public, is without exaggeration a true gem for the connoisseur and collector of the rarest watches in the world. It is, in so many ways, completely different from its peers of the same period that the words ‘unique’ or ‘probably unique’ can be used in full confidence.

Probably made to solicit orders for the new *Day-Date* in German speaking countries, the Chronometer designation below the centre is printed in German, reading “SUPERLATIVER CHRONOMETER AMTLICH GEPRÜFT”. Furthermore, to reinforce this theory, the calendar or week day is also printed in German. The Day-Date designation is evidently oversized and the date number is throughout in red, unlike some Datejust and GMT-Master models from the same period.

The President bracelet and the clasp, stamped 1957, is one of the earliest ever made and add to the fascination and historical importance of this *Day-Date*. Apparently, from a few feet distance, a regular yellow gold *Day-Date* of some vintage, this reference 6611 reveals its massive collectors value when studied up close.



An important and very heavy platinum and diamond-set calendar bracelet watch with burgundy lacquered “Stella” dial, made in a limited series of 8 pieces only

MANUFACTURER	Rolex
YEAR	1977
REFERENCE No.	1831
CASE No.	5'086'932
MODEL NAME	Day-Date
MATERIAL	Platinum and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1566
BRACELET/STRAP	Rolex, King Midas stye
CLASP/BUCKLE	Concealed double deployment clasp
DIMENSIONS	37mm. Diameter
SIGNED	<i>Movement, dial, case and bracelet signed, Case back further numbered No. 5</i>
ESTIMATE	CHF 120,000-240,000 ▼ \$123,000-246,000 €114,000-227,000



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Platinum double-folding clasp – unique for reference 1831



THROUGH THE SPECIALIST’S LOUPE: Serial number on case back, unknown to any other Day-Date



REF. 1831

# Emperor

LOT 51



Reference 1831 is truly a superlative watch and takes a unique position, not only within the Day-Date family but even within Rolex's entire history.

In fact, hardly any models in the crown's history are so different and made in such small quantities like the present one, particularly as late as the 1970's. Nearly every component of this watch differs from any other reference and demonstrates impressively that its development and production was never subject to cost efficiency but rather, to produce a model of "Imperial" dimensions.

In fact, scholars today believe that only eight examples of the reference 1831 were ever produced, all cased in platinum. This highly limited

production was apparently reserved for the household of the Shah of Persia, whose taste and connoisseurship for the finest and most precious products was well known.

Reference 1831 in platinum weighs nearly 300 grams and sets itself apart with a number of features; The case, similar to the OysterQuartz and a bracelet design never used again on any other Day-Date. Composed of massive satin finished platinum links, it is similar to the bracelet used for the King Midas, designed by the celebrated Gerald Genta, creator of many of the world's most famous watch designs. The dial, seemingly a regular burgundy coloured "Stella" version, is completely different in size and design. The oversized diamond markers are positioned on the half minutes track (as opposed to inside, nearer to the centre).

In every collecting field there is a holy grail, in the world of Day-Date reference 1831 is definitely one of the strongest and most prominent candidates for this title.





SATURDAY



ROLEX  
OYSTER PERPETUAL  
DAY-DATE



REF. 1831

Emperor

LOT 51











## 14. Markers of Distinction

LOT 52 - 55

Along with timekeeping hands, hour markers are so important to a watch's overall aesthetic and character. The overwhelming majority of Day-Date watches were fitted with dials adorned with faceted, straight and narrow hour markers crafted from solid gold. With the exception of the positions occupied by the day and date apertures at 12 and 3 o'clock, these batons mark each hour, in the identical color of gold used for the applied Rolex "Coronet" found at 12 o'clock. The hour markers of Day-Date watches found in this chapter diverge from the norm, standing out with distinct shapes, sizes, and combinations. Known amongst aficionados as the "Wide Boy", the hour markers of "La Vie en Rose" are massive, with two polished ends surrounding a brushed polished channel. Visually assertive, they provide an appealing, masculine look in combination the wide hands that are fitted.

An early example from the 1950s features a black dial adorned with applied rose gold hour markers that converge to a sharp point on their innermost ends. The 6 and 9 o'clock markers stand out, with two mirror-imaged markers joined together to add a pleasing counterbalance to the day and date apertures.

Two examples, one with black dial, the other with silver dial, use a wonderful mixture of faceted batons and round brilliant diamonds. Rarely ever seen, they alternate between both in the odd and even hour positions in an absolutely elegant and tasteful manner.



A very rare and attractive white gold and diamond-set calendar wristwatch with centre seconds, argenté dial and unusual tile link bracelet

MANUFACTURER	Rolex
YEAR	1968
REFERENCE No.	1803
CASE No.	1'743'921
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex tile link bracelet, reference 7503
CLASP/BUCKLE	Folding deployant clasp, stamped 64
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Superb “Tuxedo-style” white gold bracelet, incredibly rare



THROUGH THE SPECIALIST’S LOUPE: Extremely rare, alternating diamond and baton markers



REF. 1803

# Tuxedo

LOT 52



This exclusive and early Day-Date manufactured in the late Sixties is a very distinguished and highly attractive example with a very elegant visual impact.

The present timepiece displays an extremely particular and rare argenté dial embellished with 5 round cut diamonds placed at 2, 4, 6, 8 and 10 o'clock and applied baton numerals. Fitted with the ultra-rare reference 7503 'tile link' Rolex bracelet and an 18K white gold deployant clasp.



A rare pink gold calendar wristwatch with bracelet and centre seconds

MANUFACTURER	Rolex
YEAR	1973
REFERENCE No.	1803
CASE No.	3'453'208
MODEL NAME	Day-Date
MATERIAL	18k pink gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm Diameter
SIGNED	<i>Movement, dial, case and bracelet signed</i>
ESTIMATE	CHF 8,000-16,000 ▼ \$8,200-16,400 €7,600-15,200



NOTES



THROUGH THE SPECIALIST'S LOUPE: Complex and superbly finished "Wide Boy" hour markers



THROUGH THE SPECIALIST'S LOUPE: Excellent case proportions with no signs of polishing



REF. 1803

# La Vie en Rose

LOT 53



This most attractive “Wide Boy” dial is the particularity of this reference 1803. The dial is finished with an outer black printed half minute markers in the form of a sunken ring, similar to the celebrated Paul Newman dial.

The extraordinary rose gold applied indexes have a grain finish and central channel that runs between two diamond polished borders.

The overall stunning looks of these characters are complimented by the correct matching Wide Boy hour hand. The watch, in very attractive overall condition offers great value and tremendous hours of fun.



A very rare and attractive white gold and diamond-set calendar wristwatch with centre seconds, bracelet and black lacquer dial

MANUFACTURER	Rolex
YEAR	1971
REFERENCE No.	1803
CASE No.	2'750'497
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployant clasp
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST'S LOUPE: Case back view, showing crisp hallmark underneath lug



THROUGH THE SPECIALIST'S LOUPE: Baton and diamond markers against black background



REF. 1803

# Crazy Diamonds

LOT 54



Stylish elegance and nearly perfect overall condition are the distinctive features of this beautiful white gold Day-Date manufactured in 1971.

The unusual black dial displays 5 round cut diamond hour markers at 2, 4, 6, 8 and 10 o'clock interchanged with traditional baton numerals.

Further focus must be given to this magnificent dial, due to the presence of the sigma symbols at 6 o'clock placed on either side of the 'T Swiss T' writing. Introduced by Rolex for a short period during the early Seventies, the Greek symbol indicated the use of gold parts on the dial.



A very rare, early and attractive pink gold calendar wristwatch with bracelet, centre seconds and black lacquer dial

MANUFACTURER	Rolex
YEAR	1958
REFERENCE No.	6611
CASE No.	425'470
MODEL NAME	Day-Date
MATERIAL	18k pink gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1055
BRACELET/STRAP	Rolex Jubilee, end links numbered 53
CLASP/BUCKLE	Folding deployant buckle
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES



THROUGH THE SPECIALIST'S LOUPE: Early bezel-style with less prominent facets



THROUGH THE SPECIALIST'S LOUPE: Galvanic black dial with gilt sunk writing



REF. 6611

Marans

LOT 55



Reference 6511 was the first Day-Date model to feature the designation Superlative in its Officially Certified Chronometer designation. It also features the typical reeded bezel but, compared to later generations, the facets are less raised and more subtle.

This example is a wonderful representative of the Day-Date earliest years. Fitted with a black lacquer dial with copper coloured printing and scales, it is the same finish as Rolex's sports watches of the same era. In fact it is a galvanic-finished dial with the first three lines above the centre sunk whereas the chronometer designation is superimposed on the surface. These dials of the golden era are considered by many scholars the finest, most attractive and collectable specimens.

Preserved in wonderful original condition and completed by the correct period Jubilee bracelet, this reference 6511 is not only a fantastic example for the avid Day-Date collector but can be compared, in many ways, with the finest gentlemen watches produced by the world's most distinguished manufactures, notably Patek Philippe, Vacheron Constantin and Audemars Piguet.





ROLEX  
PERPET  
DAY-DATE

MONDAY





## 15. Ciao Stella!

LOT 56 - 60

The final chapter of the sale revisits the playfulness of Rolex's Stella dials, with a focus on those fitted with beautiful diamond hour markers. These brilliant diamonds, along with the powerful and highly reflective Stella dial surfaces, draw attention and captivate with their special colours and light. Dials fitted with diamond hour markers required Rolex to use specially made hands that sit higher above the dial to permit unimpeded timekeeping.

Fitted in cases made of 18 karat yellow gold, pink gold, white gold, or platinum, the colours Rolex produced were superbly chosen, complimenting these metal colours perfectly. In recent years, thanks to their undeniable beauty, rarity, and uniqueness, Stella-dial Day-Date watches have risen to cult status among Rolex aficionados.



A very rare and attractive white gold and diamond-set calendar wristwatch with centre seconds, bracelet and burgundy lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1978
REFERENCE No.	18079
CASE No.	5'257'008
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President with bark finish centre links
CLASP/BUCKLE	Concealed deployant Clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 25,000-50,000 ▼ \$25,600-51,200 €23,700-47,400

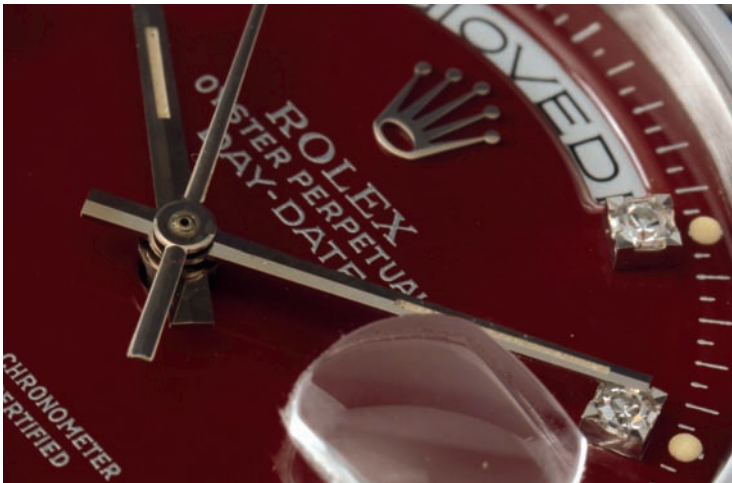


NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Very rare bark finish on bezel and center links



THROUGH THE SPECIALIST’S LOUPE: Burgundy Stella dial, with exclusive silver printing



REF. 18079

# Hinomaru

LOT 56



This present reference 18079 Day-Date displays 'bark finished' decorations both to its bezel and President bracelet. The last digit number of the reference - which in this case is 9 - indicates the metal: 18K white gold.

It fits a remarkably important burgundy enamel lacquered "Stella" dial featuring round cut diamond hour markers and baguette-cut diamonds at 6 and 9 o'clock.

Extremely rare in white gold, this timepiece is further enhanced by its excellent overall condition.



A very rare and attractive white gold and diamond-set calendar wristwatch with bracelet, centre seconds and blue lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1971
REFERENCE No.	No. 1802, stamped 1803 inside the case back
CASE No.	2'612'376
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex President, end links stamped 53
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 20,000-40,000 ▼ \$20,500-41,000 €18,900-37,900



NOTES



THROUGH THE SPECIALIST’S LOUPE: Excellent case proportions with crisp, smooth bezel



THROUGH THE SPECIALIST’S LOUPE: Untouched case back and hallmark underneath lug



REF. 1802

# Bleu de France

LOT 57



This Day Date, reference 1802 is highlighted by its smooth bezel and blue lacquered “Stella” dial. The dial is enhanced by 8 round cut and two baguette cut diamonds and is an intense blue which is known as Bleu de France.

This shade of blue is one of the rarest of all known “Stella” dials and the grey graphics beautifully harmonise with its crisp white gold case and white gold President bracelet.

This example is a wonderful representative of the “Stella” Day-Date and the combination of all of these elements results in an extraordinary striking and elegant look.



A very rare and attractive yellow gold and diamonds calendar wristwatch with bracelet, centre seconds, yellow lacquered “Stella” dial, guarantee and box

MANUFACTURER	Rolex
YEAR	1973
REFERENCE No.	1802, stamped 1803 inside case back
CASE No.	2'550'165
MODEL NAME	Day-Date
MATERIAL	18k yellow gold
CRYSTAL	Plastic
CALIBRE	Automatic, 1556
BRACELET/STRAP	Rolex Oyster, end links stamped 76
CLASP/BUCKLE	Folding deployant clasp, stamped 3.71
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 40,000-80,000 ▼ \$41,000-82,000 €37,900-75,800



NOTES

**ACCESSORIES**  
Rolex guarantee, fitted presentation box with outer packaging, product literature, green leather wallet and swing tag.



THROUGH THE SPECIALIST’S LOUPE: Ultra-rare yellow Stella dial with diamond markers



THROUGH THE SPECIALIST’S LOUPE: Perfectly matching smooth bezel and Oyster bracelet



REF. 1802

# Taxi Driver

LOT 58



The lacquered “Stella” dials were produced for over a decade and were sold on American, Arab and Oriental markets. At the time, these brightly coloured dials did not find great success in Europe.

However nowadays, any collector throughout the world would be speechless in front of this exceptional reference 1802. In fact, it houses the rare yellow Stella dial embellished with diamond indexes, the rarest color of all. Furthermore, it stands out for the remarkably superlative ensemble beauty.

The extraordinary yellow Stella dial shows black printed graphics further enriched with 8 round cut diamond hour markers and 2 baguette cut diamonds at 6 and 9 o'clock.

The timepiece reveals a superb state of preservation and unpolished case. The 18K yellow gold rivetted Oyster bracelet bears the ref. 7206 and reaches us in exceptional overall condition.



A very rare and attractive white gold and diamond-set calendar wristwatch with centre seconds, bracelet and pink lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1991
REFERENCE No.	18239
CASE No.	E718'338
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3155
BRACELET/STRAP	Rolex President, end links numbered 55B
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 30,000-60,000 ▼ \$30,700-61,500 €28,400-56,800



NOTES

**LITERATURE**  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Excellent lugs, probably never polished



THROUGH THE SPECIALIST’S LOUPE: White gold diamond mountings on pink Stella dial



REF. 18239

# Pink Panther

LOT 59



On closer inspection, the aesthetics of this awesome Day-Date manufactured in 1991 are dazzling due to the sensuous lines of the curvy tonneau watchcase enhanced by highly crafted finishes. As a result, the ensemble is so inspiring and explains the enduring adoration sanctioned by collectors and enthusiasts.

The “Lacquered Stella” dial fitted in this white gold example with sapphire crystal exhibits a rare pale powder pink colour shade. Moreover, it is enriched with 8 round cut diamonds indexes and 2 baguette-cut diamonds traditionally placed at 6 and 9 o'clock.

Starting from 1988, Day-Date models are equipped with the new calibre 3155 movement featuring a double quick-set date function, which allows a rapid adjustment of both date and days of the week using the crown.



A very rare and unusual white gold and diamond-set calendar wristwatch with bracelet, centre seconds and turquoise lacquered “Stella” dial

MANUFACTURER	Rolex
YEAR	1986
REFERENCE No.	18039
CASE No.	8'799'133
MODEL NAME	Day-Date
MATERIAL	18k white gold and diamonds
CRYSTAL	Sapphire
CALIBRE	Automatic, 3055
BRACELET/STRAP	Rolex President, end links numbered 55B
CLASP/BUCKLE	Concealed deployment clasp
DIMENSIONS	36mm. Diameter
SIGNED	Movement, dial, case and bracelet signed
ESTIMATE	CHF 25,000-50,000 ▼ \$25,600-51,200 €23,700-47,400



NOTES

LITERATURE  
The present lot is illustrated in *Day Date, The Presidential Rolex* by Pucci Papaleo, Spin Edizioni



THROUGH THE SPECIALIST’S LOUPE: Case profile, strong and untouched after nearly 30 years



THROUGH THE SPECIALIST’S LOUPE: Close-up of case back with 55B end-links



REF. 18039

# Cinderella

LOT 60



This superlative Day-Date delivered in 1986 bears the 18039 reference, which was released between 1977 and 1988. The fifth digit number of the reference - in this case 9 - indicates the metal of the watchcase: 18 carat white gold.

The rare and gorgeous turquoise “Lacquered Stella” dial found in this Rolex Day-Date in white gold with sapphire crystal is further enriched with 8 round cut and 2 baguette-cut diamonds.

Since 1977, Day-Date models beginning with reference 18000, are fitted with sapphire crystals, which replace the traditional Esalite glass (an elastic easy to polish plexiglass). In order to house this new glass, the bezel underwent a restyling. As a result, together with the screw-down case back and screw down crown, it is waterproof to 100 meters, which is equivalent to 330 feet.





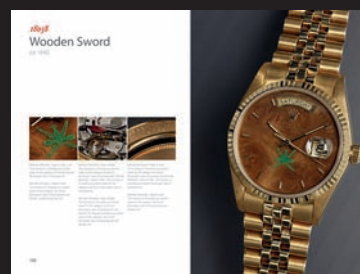


Photo by FABIO SANTINELLI



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**DAY-DATE**  
THE PRESIDENTIAL ROLEX



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List of participants as per March 24<sup>th</sup>

  
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## GUIDE FOR PROSPECTIVE BUYERS

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### CONDITIONS OF SALE

The Conditions of Sale and Authorship Warranty which appear later in this catalogue govern the auction. Bidders are strongly encouraged to read them as they outline the legal relationship among Phillips, the seller and the buyer and describe the terms upon which property is bought at auction. Please be advised that Phillips generally acts as agent for the seller. Bidders should also read the Important Notices immediately following this Guide for Prospective Buyers.

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#### Pre-Sale Estimates in US Dollars and Euros

Although the sale is conducted in Swiss francs, the pre-sale estimates in the auction catalogues may also be printed in US dollars and/or euros. Since the exchange rate is that at the time of catalogue production and not at the date of auction, you should treat estimates in US dollars or euros as a guide only.

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#### Pre-Auction Viewing

Pre-auction viewings are open to the public and free of charge. Our specialists are available to give advice and condition reports at viewings or by appointment.

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## 2 BIDDING IN THE SALE

### Bidding at Auction

Bids may be executed during the auction in person by paddle, by telephone, online or prior to the sale in writing by absentee bid. Proof of identity in the form of government-issued identification will be required, as will an original signature. We may also require that you furnish us with a bank reference.

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If you cannot attend the auction, you may bid live on the telephone with one of our multilingual staff members. This service must be arranged at least 24 hours in advance of the sale and is available for lots whose low pre-sale estimate is at least CHF1,000. Telephone bids may be recorded. By bidding on the telephone, you consent to the recording of your conversation. We suggest that you leave a maximum bid, excluding the buyer's premium and VAT, which we can execute on your behalf in the event we are unable to reach you by telephone.

### Online Bidding

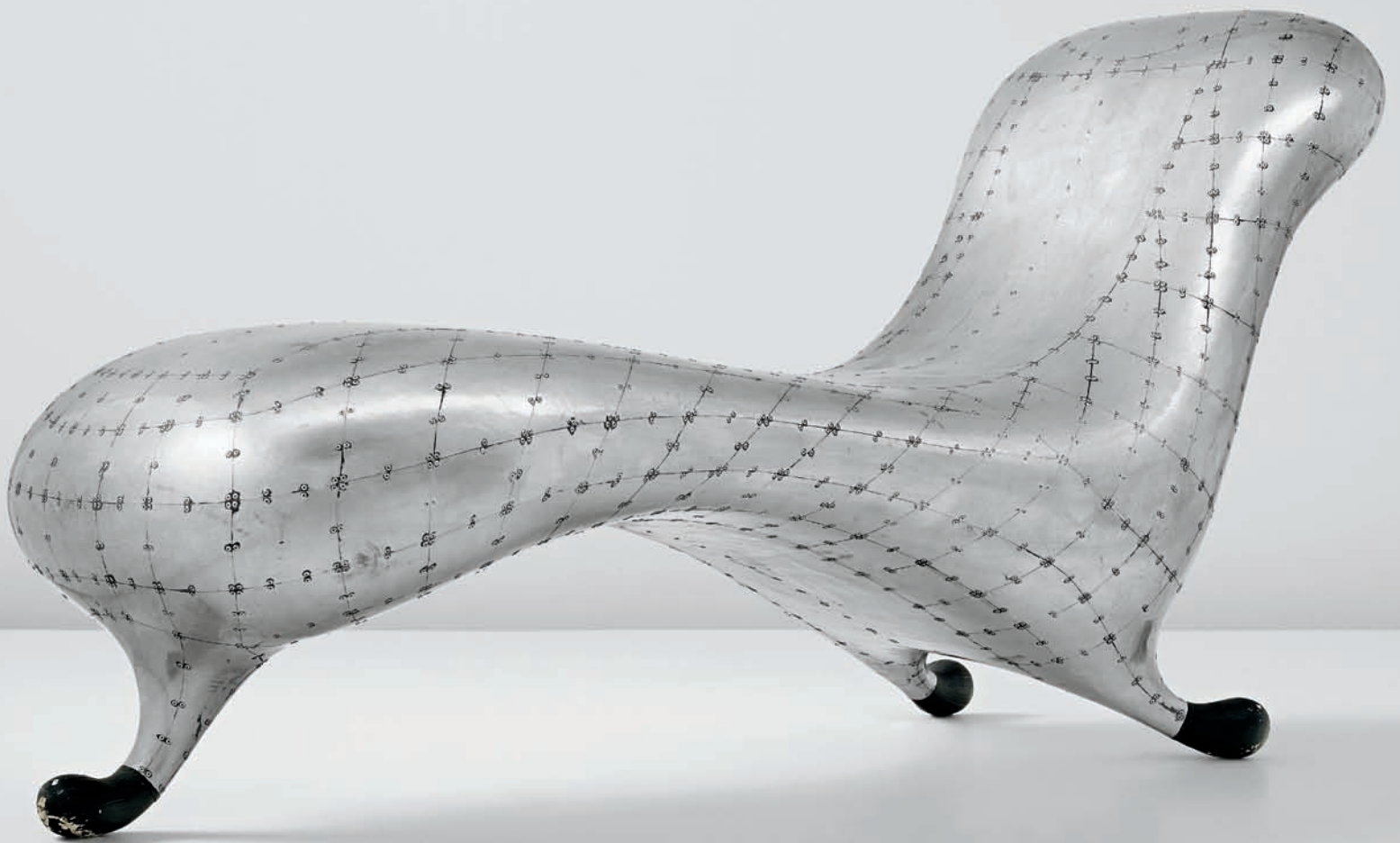
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### Absentee Bids

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CHF50 to CHF1,000	by CHF50s
CHF1,000 to CHF2,000	by CHF100s
CHF2,000 to CHF3,000	by CHF200s
CHF3,000 to CHF5,000	by CHF200s, 500, 800 (i.e., CHF4,200, 4,500, 4,800)
CHF5,000 to CHF10,000	by CHF500s
CHF10,000 to CHF20,000	by CHF1,000s
CHF20,000 to CHF30,000	by CHF2,000s
CHF30,000 to CHF50,000	by CHF2,000s, 5,000, 8,000
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**3 THE AUCTION**

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**Consecutive and Responsive Bidding; No Reserve Lots**

The Auctioneer may open the bidding on any lot by placing a bid on behalf of the seller. The Auctioneer may further bid on behalf of the seller up to the amount of the reserve by placing consecutive bids or bids in response to other bidders. If a lot is offered without reserve, unless there are already competing absentee bids, the Auctioneer will generally open the bidding at 50% of the lot’s low pre-sale estimate. In the absence of a bid at that level, the Auctioneer will proceed backwards at his or her discretion until a bid is recognized and will then advance the bidding from that amount. Absentee bids on no reserve lots will, in the absence of a higher bid, be executed at approximately 50% of the low pre-sale estimate or at the amount of the bid if it is less than 50% of the low pre-sale estimate. If there is no bid whatsoever on a no reserve lot, the Auctioneer may deem such lot unsold.

**4 AFTER THE AUCTION**

**Payment**

Buyers are required to pay for purchases immediately following the auction unless other arrangements have been agreed with Phillips in writing in advance of the sale. Payment must be made in Swiss francs either by cash, check drawn on a Swiss bank or wire transfer, as noted in Paragraph 6 of the Conditions of Sale. It is our corporate policy not to make or accept single or multiple payments in cash or cash equivalents in excess of the local currency equivalent of US\$10,000.

**Credit Cards**

As a courtesy to clients, Phillips will accept American Express, Visa and MasterCard to pay for invoices of CHF100,000 or less. A processing fee will apply.

**Collection**

It is our policy to request proof of identity on collection of a lot. A lot will be released to the buyer or the buyer’s authorized representative when Phillips has received full and cleared payment and we are not owed any other amount by the buyer. After the auction, all lots will be kept at our premises.

**Loss or Damage**

Buyers are reminded that Phillips accepts liability for loss or damage to lots for a maximum of seven days following the auction.

**Transport and Shipping**

As a free service for buyers, Phillips will wrap purchased lots for hand carry only. We do not provide packing, handling or shipping services directly. However, we will coordinate with shipping agents instructed by you in order to facilitate the packing, handling and shipping of property purchased at Phillips. Please refer to Paragraph 7 of the Conditions of Sale for more information.

**Export and Import Licences**

Before bidding for any property, prospective bidders are advised to make independent enquiries as to whether a licence is required to export the property from Switzerland or to import it into another country. It is the buyer’s sole responsibility to comply with all import and export laws and to obtain any necessary licences or permits. The denial of any required licence or permit or any delay in obtaining such documentation will not justify the cancellation of the sale or any delay in making full payment for the lot.

**Endangered Species**

Items made of or incorporating plant or animal material, such as coral, crocodile, ivory, whalebone, Brazilian rosewood, rhinoceros horn or tortoiseshell, irrespective of age, percentage or value, may require a licence or certificate prior to exportation and additional licences or certificates upon importation to the US or to any country within or outside the European Union (EU). Please note that the ability to obtain an export licence or certificate does not ensure the ability to obtain an import licence or certificate in another country, and vice versa. We suggest that prospective bidders check with their own government regarding wildlife import requirements prior to placing a bid. It is the buyer’s sole responsibility to obtain any necessary export or import licences or certificates as well as any other required documentation. Please note that the US prohibits the importation of any item containing African elephant ivory. Asian elephant ivory may be imported in to the US only if accompanied by independent scientific analysis regarding continent of origin and confirmation the object is more than 100 years old. We have not obtained a scientific analysis on any lot prior to sale and cannot indicate whether elephant ivory in a particular lot is African or Asian elephant. Buyers purchase these lots at their own risk and will be responsible for the costs of obtaining any scientific analysis or other report required in connection with their proposed import of such property into the US.

With regard to any item containing endangered species other than elephant ivory, an importer into the US must provide documented evidence of the species identification and age of an object in order to demonstrate that the object qualifies as an antique. This will require the buyer to obtain an independent appraisal certifying the species of endangered material on the object and certifying that the object is not less than 100 years of age. A prospective buyer planning to import an object into the US may not rely on Phillips cataloguing to establish the species of endangered material on the object or to establish the age of the object and must consult with a qualified independent appraiser prior to placing a bid on the lot.

Please note that lots containing potentially regulated plant or animal material are marked as a convenience to our clients, but Phillips does not accept liability for errors or for failing to mark lots containing protected or regulated species.



## IMPORTANT NOTICES

### Condition

Phillips makes no representation or warranty that any watch or clock is in working order, and no catalogue description of any lot should be construed as so stating. Prospective buyers are advised to have watches and clocks checked by a competent watchmaker or watch or clock restorer before use. As a service to prospective buyers, we may provide a description of the condition of watches and clocks in the catalogue entry, including references to defects and repairs, and furnish a condition report, but such information is not necessarily complete and may not specify all mechanical replacements, restorations or defects. Please note that Phillips does not guarantee the authenticity of any individual components parts, such as wheels, hands, crowns, crystals, screws, bracelets and leather bands, since prior repairs and restoration work may have resulted in the replacement of original parts. Nor does Phillips warrant that watches in water-resistant cases are currently water-resistant. Prospective buyers should inspect all watches and clocks prior to the auction to evaluate the condition of property offered for sale.

### Importation of Watches into the US

Prospective buyers should be aware that the importation of luxury watches such as Rolex into the US is highly restricted. These watches (not limited to Rolex) may not be shipped into the US and may only be imported personally. US customs regulations generally limit the importation of luxury watches to one per buyer. Lots marked with ▼ are subject to these restrictions. A purchaser's inability to import a luxury watch into the US or Phillips's failure to mark a lot with ▼ shall not constitute grounds for non-payment or cancellation of the sale.

### Exportation of Watch Bands Incorporating Material from Endangered Species

Some of the watches offered for sale in the catalogue may have bands made of endangered or protected animal materials, such as alligator or crocodile, and may not lawfully be exported from the auction site without a CITES export permit. As explained in Paragraph 4 of the Guide for Prospective Buyers, these lots are marked with Σ in the catalogue. Accordingly, for purchased watches that are to be shipped out of the sale site for delivery, Phillips may need to remove and retain the band before shipping the watch and buckle.

## CONDITIONS OF SALE

The Conditions of Sale and Authorship Warranty set forth below govern the relationship between bidders and buyers, on the one hand, and Phillips and sellers, on the other hand. All prospective buyers should read these Conditions of Sale, the Important Notices immediately following the Guide for Prospective Buyers and the Authorship Warranty carefully before bidding.

### 1 INTRODUCTION

Each lot in this catalogue is offered for sale and sold subject to: (a) the Conditions of Sale and Authorship Warranty; (b) additional notices and terms printed in other places in this catalogue, including the Guide for Prospective Buyers and Important Notices and (c) supplements to this catalogue or other written material posted by Phillips in the saleroom, in each case as amended by any addendum or announcement by the auctioneer prior to the auction.

By bidding at the auction, whether in person, through an agent, by written bid, by telephone bid or other means, bidders and buyers agree to be bound by these Conditions of Sale, as so changed or supplemented, and Authorship Warranty.

These Conditions of Sale, as so changed or supplemented, and Authorship Warranty contain all the terms on which Phillips and the seller contract with the buyer.

### 2 PHILLIPS AS AGENT

Phillips acts as an agent for the seller, unless otherwise indicated in this catalogue or at the time of auction. On occasion, Phillips may own a lot directly, in which case we will act in a principal capacity as a consignor, or a company affiliated with Phillips may own a lot, in which case we will act as agent for that company, or Phillips or an affiliated company may have a legal, beneficial or financial interest in a lot as a secured creditor or otherwise.

### 3 CATALOGUE DESCRIPTIONS AND CONDITION OF PROPERTY

Lots are sold subject to the Authorship Warranty, as described in the catalogue (unless such description is changed or supplemented, as provided in Paragraph 1 above) and in the condition that they are in at the time of the sale on the following basis.

(a) The knowledge of Phillips in relation to each lot is partially dependent on information provided to us by the seller, and Phillips is not able to and does not carry out exhaustive due diligence on each lot. Prospective buyers acknowledge this fact and accept responsibility for carrying out inspections and investigations to satisfy themselves as to the lots in which they may be interested. Notwithstanding the foregoing, we shall exercise such reasonable care when making express statements in catalogue descriptions or condition reports as is consistent with our role as auctioneer of lots in this sale and in light of (i) the information provided to us by the seller, (ii) scholarship and technical knowledge and (iii) the generally accepted opinions of relevant experts, in each case at the time any such express statement is made.

(b) Each lot offered for sale at Phillips is available for inspection by prospective buyers prior to the auction. Phillips accepts bids on lots on the basis that bidders (and independent experts on their behalf, to the extent appropriate given the nature and value of the lot and the bidder's own expertise) have fully inspected the lot prior to bidding and have satisfied themselves as to both the condition of the lot and the accuracy of its description.

(c) Prospective buyers acknowledge that many lots are of an age and type which means that they are not in perfect condition. As a courtesy to clients, Phillips may prepare and provide condition reports to assist prospective buyers when they are inspecting lots. Catalogue descriptions and condition reports may make reference to particular imperfections of a lot, but bidders should note that lots may have other faults not expressly referred to in the catalogue or condition report. All dimensions are approximate. Illustrations are for identification purposes only and cannot be used as precise indications of size or to convey full information as to the actual condition of lots.

(d) Information provided to prospective buyers in respect of any lot, including any pre-sale estimate, whether written or oral, and information in any catalogue, condition or other report, commentary or valuation, is not a representation of fact but rather a statement of opinion held by Phillips. Any pre-sale estimate may not be relied on as a prediction of the selling price or value of the lot and may be revised from time to time by Phillips at our absolute discretion. Neither Phillips nor any of our affiliated companies shall be liable for any difference between the pre-sale estimates for any lot and the actual price achieved at auction or upon resale.

### 4 BIDDING AT AUCTION

(a) Phillips has absolute discretion to refuse admission to the auction or participation in the sale. All bidders must register for a paddle prior to bidding, supplying such information and references as required by Phillips.

(b) As a convenience to bidders who cannot attend the auction in person, Phillips may, if so instructed by the bidder, execute written absentee bids on a bidder's behalf.



Absentee bidders are required to submit bids on the 'Absentee Bid Form', a copy of which is printed in this catalogue or otherwise available from Phillips. Bids must be placed in the currency of the sale. The bidder must clearly indicate the maximum amount he or she intends to bid, excluding the buyer's premium and value added tax (VAT). The huissier or auctioneer (the 'Auctioneer') will not accept an instruction to execute an absentee bid which does not indicate such maximum bid. Our staff will attempt to execute an absentee bid at the lowest possible price taking into account the reserve and other bidders. Any absentee bid must be received at least 24 hours in advance of the sale. In the event of identical bids, the earliest bid received will take precedence.

(c) Telephone bidders are required to submit bids on the 'Telephone Bid Form', a copy of which is printed in this catalogue or otherwise available from Phillips. Telephone bidding is available for lots whose low pre-sale estimate is at least CHF1000. Phillips reserves the right to require written confirmation of a successful bid from a telephone bidder by fax or otherwise immediately after such bid is accepted by the Auctioneer. Telephone bids may be recorded and, by bidding on the telephone, a bidder consents to the recording of the conversation.

(d) Bidders may participate in an auction by bidding online through Phillips's online live bidding platform available on our website at [www.phillips.com](http://www.phillips.com). To bid online, bidders must register online at least 24 hours before the start of the auction. Online bidding is subject to approval by Phillips's bid department in our sole discretion. As noted in Paragraph 3 above, Phillips encourages online bidders to inspect prior to the auction any lot(s) on which they may bid, and condition reports are available upon request. Bidding in a live auction can progress quickly. To ensure that online bidders are not placed at a disadvantage when bidding against bidders in the room or on the telephone, the procedure for placing bids through Phillips's online bidding platform is a one-step process. By clicking the bid button on the computer screen, a bidder submits a bid. Online bidders acknowledge and agree that bids so submitted are final and may not under any circumstances be amended or retracted. During a live auction, when bids other than online bids are placed, they will be displayed on the online bidder's computer screen as 'floor,' 'phone' or 'paddle no' bids. 'Floor' bids include bids made by the Auctioneer to protect the reserve. In the event that an online bid and a 'floor' or 'phone' bid are identical, the 'floor' or 'phone' bid will take precedence. The next bidding increment is shown for the convenience of online bidders under the bid button. The bidding increment available to online bidders may vary from the next bid actually taken by the Auctioneer, as the Auctioneer may deviate from Phillips's standard increments at any time at his or her discretion, but an online bidder may only place a bid in a whole bidding increment. Phillips's bidding increments are published in the Guide for Prospective Buyers.

(e) When making a bid, whether in person, by absentee bid, on the telephone or online, a bidder accepts personal liability to pay the purchase price, as described more fully in Paragraph 6 (a) below, plus all other applicable charges unless it has been explicitly agreed in writing with Phillips before the commencement of the auction that the bidder is acting as agent on behalf of an identified third party acceptable to Phillips and that we will only look to the principal for such payment.

(f) By participating in the auction, whether in person, by absentee bid, on the telephone or online, each prospective buyer represents and warrants that any bids placed by such person, or on such person's behalf, are not the product of any collusive or other anti-competitive agreement and are otherwise consistent with federal and state antitrust law.

(g) Arranging absentee, telephone and online bids is a free service provided by Phillips to prospective buyers. While we undertake to exercise reasonable care in undertaking such activity, we cannot accept liability for failure to execute such bids except where such failure is caused by our willful misconduct.

(h) Employees of Phillips and our affiliated companies, including the Auctioneer, may bid at the auction by placing absentee bids so long as they do not know the reserve when submitting their absentee bids and otherwise comply with our employee bidding procedures.

## 5 CONDUCT OF THE AUCTION

(a) Unless otherwise indicated by the symbol \*, each lot is offered subject to a reserve, which is the confidential minimum selling price agreed by Phillips with the seller. The reserve will not exceed the low pre-sale estimate at the time of the auction.

(b) The Auctioneer has discretion at any time to refuse any bid, withdraw any lot, re-offer a lot for sale (including after the fall of the hammer) if he or she believes there may be error or dispute and take such other action as he or she deems reasonably appropriate. Phillips shall have no liability whatsoever for any such action taken by the Auctioneer. If any dispute arises after the sale, our sale record is conclusive. The Auctioneer may accept bids made by a company affiliated with Phillips provided that the bidder does not know the reserve placed on the lot.

(c) The Auctioneer will commence and advance the bidding at levels and in increments he or she considers appropriate. In order to protect the reserve on any lot, the Auctioneer may place one or more bids on behalf of the seller up to the reserve without indicating he or she is doing so, either by placing consecutive bids or bids in response to other bidders. If a lot is offered without reserve, unless there are already competing absentee bids, the Auctioneer will generally open the bidding at 50% of the lot's low pre-sale estimate. In the absence of a bid at that level, the Auctioneer will proceed backwards at his or her discretion until a bid is recognized and will then advance the bidding from that amount. Absentee bids on no reserve lots will, in the absence of a higher bid, be executed at approximately 50% of the low pre-sale estimate or at the amount of the bid if it is less than 50% of the low pre-sale estimate. If there is no bid whatsoever on a no reserve lot, the Auctioneer may deem such lot unsold.

(d) The sale will be conducted in Swiss francs and payment is due in Swiss francs. For the benefit of international clients, pre-sale estimates in the auction catalogue may be shown in US dollars and/or euros and, if so, will reflect approximate exchange rates. Accordingly, estimates in US dollars or euros should be treated only as a guide. If a currency converter is operated during the sale, it is done so as a courtesy to bidders, but Phillips accepts no responsibility for any errors in currency conversion calculation.

(e) Subject to the Auctioneer's reasonable discretion, the highest bidder accepted by the Auctioneer will be the buyer and the striking of the hammer marks the acceptance of the highest bid and the conclusion of a contract for sale between the seller and the buyer. Risk and responsibility for the lot passes to the buyer as set forth in Paragraph 7 below.

(f) If a lot is not sold, the Auctioneer will announce that it has been 'passed', 'withdrawn', 'returned to owner' or 'bought-in'.

(g) Any post-auction sale of lots offered at auction shall incorporate these Conditions of Sale and Authorship Warranty as if sold in the auction.

## 6 PURCHASE PRICE AND PAYMENT

(a) The buyer agrees to pay us, in addition to the hammer price of the lot, the buyer's premium, plus any applicable value added tax (VAT) (the 'Purchase Price'). The buyer's premium is 25% of the hammer price up to and including CHF100,000, 20% of the portion of the hammer price above CHF100,000 up to and including CHF2,000,000 and 12% of the portion of the hammer price above CHF2,000,000. Phillips reserves the right to pay from our compensation an introductory commission to one or more third parties for assisting in the sale of property offered and sold at auction.

(b) VAT of 8% is payable on the hammer price plus buyer's premium. This tax is refunded to any buyer domiciled outside Switzerland if, but only if, Phillips receives from such buyer an export declaration in respect of a purchased lot which has been stamped by Swiss customs. All prices, fees, charges and expenses set out in these Conditions of Sale are quoted exclusive of VAT.

(c) Unless otherwise agreed, a buyer is required to pay for a purchased lot immediately following the auction regardless of any intention to obtain an export or import license or other permit for such lot. Payments must be made by the invoiced party in Swiss francs either by cash, check drawn on a Swiss bank or wire transfer, as follows:

(i) Phillips will accept payment in cash provided that the total amount paid in cash or cash equivalents does not exceed the local currency equivalent of US\$10,000.

(ii) Personal checks and banker's drafts are accepted if drawn on a Swiss bank and the buyer provides to us acceptable government-issued identification. Checks and banker's drafts should be made payable to "Phillips". If payment is sent by post, please send the checks or banker's draft to the attention of the Client Accounting Department at Quai de l'Île 15, 1204 Genève, Switzerland, and ensure that the sale number is written on the check. Checks or banker's drafts drawn by third parties will not be accepted.

(iii) Payment by wire transfer may be sent directly to Phillips. Bank transfer details will be provided on the Invoice for purchased lots.

(d) As a courtesy to clients, Phillips will accept American Express, Visa and MasterCard to pay for invoices of CHF100,000 or less. A processing fee will apply.

(e) Title in a purchased lot will not pass until Phillips has received the Purchase Price for that lot in cleared funds. Phillips is not obliged to release a lot to the buyer until title in the lot has passed and appropriate identification has been provided, and any earlier release does not affect the passing of title or the buyer's unconditional obligation to pay the Purchase Price.



## 7 COLLECTION OF PROPERTY

(a) Phillips will not release a lot to the buyer until we have received payment of its Purchase Price in full in cleared funds, the buyer has paid all outstanding amounts due to Phillips or any of our affiliated companies, including any charges payable pursuant to Paragraph 8 (a) below, and the buyer has satisfied such other terms as we in our sole discretion shall require, including completing any anti-money laundering or anti-terrorism financing checks. As soon as a buyer has satisfied all of the foregoing conditions, he or she should contact us at +41 22 317 8181 to arrange for collection of purchased property.

(b) The buyer must arrange for collection of a purchased lot within seven days of the date of the auction. After the auction, all lots will be kept at our premises. Purchased lots are at the buyer's risk, including the responsibility for insurance, from (i) the date of collection or (ii) seven days after the auction, whichever is the earlier. Until risk passes, Phillips will compensate the buyer for any loss or damage to a purchased lot up to a maximum of the Purchase Price paid, subject to our usual exclusions for loss or damage to property.

(c) As a courtesy to clients, Phillips will, without charge, wrap purchased lots for hand carry only. We do not provide packing, handling, insurance or shipping services. We will coordinate with shipping agents instructed by the buyer, whether or not recommended by Phillips, in order to facilitate the packing, handling, insurance and shipping of property bought at Phillips. Any such instruction is entirely at the buyer's risk and responsibility, and we will not be liable for acts or omissions of third party packers or shippers.

(d) Phillips will require presentation of government-issued identification prior to release of a lot to the buyer or the buyer's authorized representative.

## 8 FAILURE TO COLLECT PURCHASES

(a) If the buyer pays the Purchase Price but fails to collect a purchased lot within 30 days of the auction, the buyer will incur a late collection fee of CHF10 per day for each uncollected lot. We will not release purchased lots to the buyer until all such charges have been paid in full.

(b) If a purchased lot is paid for but not collected within six months of the auction, the buyer authorizes Phillips, upon notice, to arrange a resale of the item by auction or private sale, with estimates and a reserve set at Phillips's reasonable discretion. The proceeds of such sale will be applied to pay for storage charges and any other outstanding costs and expenses owed by the buyer to Phillips or our affiliated companies and the remainder will be forfeited unless collected by the buyer within two years of the original auction.

## 9 REMEDIES FOR NON-PAYMENT

(a) Without prejudice to any rights the seller may have, if the buyer without prior agreement fails to make payment of the Purchase Price for a lot in cleared funds within seven days of the auction, Phillips may in our sole discretion exercise one or more of the following remedies: (i) store the lot at Phillips's premises or elsewhere at the buyer's sole risk and expense; (ii) cancel the sale of the lot, retaining any partial payment of the Purchase Price as liquidated damages; (iii) reject future bids from the buyer or render such bids subject to payment of a deposit; (iv) charge interest at 12% per annum from the date payment became due until the date the Purchase Price is received in cleared funds; (v) subject to notification of the buyer, exercise a lien over any of the buyer's property which is in the possession of Phillips and instruct our affiliated companies to exercise a lien over any of the buyer's property which is in their possession and, in each case, no earlier than 30 days from the date of such notice arrange the sale of such property and apply the proceeds to the amount owed to Phillips or any of our affiliated companies after the deduction from sale proceeds of our standard vendor's commission, all sale-related expenses and any applicable taxes thereon; (vi) resell the lot by auction or private sale, with estimates and a reserve set at Phillips's reasonable discretion, it being understood that in the event such resale is for less than the original hammer price and buyer's premium for that lot, the buyer will remain liable for the shortfall together with all costs incurred in such resale; (vii) commence legal proceedings to recover the hammer price and buyer's premium for that lot, together with interest and the costs of such proceedings; (viii) set off the outstanding amount remaining unpaid by the buyer against any amounts which we or any of our affiliated companies may owe the buyer in any other transactions; (ix) release the name and address of the buyer to the seller to enable the seller to commence legal proceedings to recover the amounts due and legal costs; or (x) take such other action as we deem necessary or appropriate.

(b) The buyer irrevocably authorizes Phillips to exercise a lien over the buyer's property which is in our possession upon notification by any of our affiliated companies that the buyer is in default of payment. Phillips will notify the buyer of any such lien. The buyer also irrevocably authorizes Phillips, upon notification by any of our affiliated companies that the buyer is in default of payment, to pledge the buyer's property in our possession by actual or constructive delivery to our affiliated company as security for the payment of any outstanding amount due. Phillips will notify the buyer if the buyer's property has been delivered to an affiliated company by way of pledge.

(c) If the buyer is in default of payment, the buyer irrevocably authorizes Phillips to instruct any of our affiliated companies in possession of the buyer's property to deliver the property by way of pledge as the buyer's agent to a third party instructed by Phillips to hold the property on our behalf as security for the payment of the Purchase Price and any other amount due and, no earlier than 30 days from the date of written notice to the buyer, to sell the property in such manner and for such consideration as can reasonably be obtained on a forced sale basis and to apply the proceeds to any amount owed to Phillips or any of our affiliated companies after the deduction from sale proceeds of our standard vendor's commission, all sale-related expenses and any applicable taxes thereon.

## 10 RESCISSION BY PHILLIPS

Phillips shall have the right, but not the obligation, to rescind a sale without notice to the buyer if we reasonably believe that there is a material breach of the seller's representations and warranties or the Authorship Warranty or an adverse claim is made by a third party. Upon notice of Phillips election to rescind the sale, the buyer will promptly return the lot to Phillips, and we will then refund the Purchase Price paid to us. As described more fully in Paragraph 13 below, the refund shall constitute the sole remedy and recourse of the buyer against Phillips and the seller with respect to such rescinded sale.

## 11 EXPORT, IMPORT AND ENDANGERED SPECIES LICENCES AND PERMITS

Before bidding for any property, prospective buyers are advised to make their own enquiries as to whether a licence is required to export a lot from Switzerland or to import it into another country. Prospective buyers are advised that some countries prohibit the import of property made of or incorporating plant or animal material, such as coral, crocodile, ivory, whalebone, Brazilian rosewood, rhinoceros horn or tortoiseshell, irrespective of age, percentage or value. Accordingly, prior to bidding, prospective buyers considering export of purchased lots should familiarize themselves with relevant export and import regulations of the countries concerned. Please note that the US prohibits the importation of any item containing African elephant ivory. Asian elephant ivory may be imported in to the US only if accompanied by independent scientific analysis of continent of origin and confirmation the object is more than 100 years old.

With regard to any item containing endangered species other than elephant ivory, an importer into the US must provide documented evidence of the species identification and age of an object in order to demonstrate that the item qualifies as an antique. This will require the buyer to obtain an independent appraisal certify the species of endangered material on the object and certifying that the object is not less than 100 years of age. A prospective buyer planning to import an object containing endangered species into the US may not rely on Phillips cataloguing to establish the species of endangered material on the object or to establish the age of the object and must consult with a qualified independent appraiser prior to placing a bid on the lot.

It is solely the buyer's responsibility to comply with these laws and to obtain any necessary export, import and endangered species licences or permits. Failure to obtain a licence or permit or delay in so doing will not justify the cancellation of the sale or any delay in making full payment for the lot. As a courtesy to clients, Phillips has marked in the catalogue lots containing potentially regulated plant or animal material, but we do not accept liability for errors or for failing to mark lots containing protected or regulated species.

## 12 DATA PROTECTION

(a) In connection with the supply of auction and related services, or as required by law, Phillips may ask clients to provide personal data. Phillips may take and retain a copy of government-issued identification such as a passport or driving license. We will use your personal data (i) to provide auction and related services; (ii) to enforce these Conditions of Sale; (iii) to carry out identity and credit checks; (iv) to implement and improve the management and operations of our business and (v) for other purposes set out in our Privacy Policy published on the Phillips website at [www.phillips.com](http://www.phillips.com) (the "Privacy Policy") and available on request by emailing [dataprotection@phillips.com](mailto:dataprotection@phillips.com). By agreeing to these Conditions of Sale, you consent our use of your personal data, including sensitive personal data, in accordance with the Privacy Policy. The personal data we may collect and process is listed, and sensitive personal data is defined, in our Privacy Policy. Phillips may also, from time to time, send you promotional and marketing materials about us and our services. If you would prefer not to receive such information, please email us at [dataprotection@phillips.com](mailto:dataprotection@phillips.com). Please also email us at this address to receive information about your personal data or to advise us if the personal data we hold about you is inaccurate or out of date.

(b) In order to provide our services, we may disclose your personal data to third parties, including professional advisors, shippers and credit agencies. We will disclose, share with and transfer your personal data to Phillips's affiliated persons (natural or legal) for administration, sale and auction related purposes, including to persons outside the European Economic Area (EEA), where national laws may not provide an equivalent level of protection to personal data as that provided within the EEA. You expressly consent to such transfer of your personal data, including sensitive personal data, outside the EEA. We will not sell, rent or otherwise transfer any of your personal data to third parties except as otherwise expressly provided in this Paragraph 12.



(c) Phillips's premises may be subject to video surveillance and recording. Telephone calls (e.g., telephone bidding) may also be recorded. We may process that information in accordance with our Privacy Policy.

### 13 LIMITATION OF LIABILITY

(a) Subject to sub-paragraph (e) below, the total liability of Phillips, our affiliated companies and the seller to the buyer in connection with the sale of a lot shall be limited to the Purchase Price actually paid by the buyer for the lot.

(b) Except as otherwise provided in this Paragraph 13, none of Phillips, any of our affiliated companies or the seller (i) is liable for any errors or omissions, whether orally or in writing, in information provided to prospective buyers by Phillips or any of our affiliated companies or (ii) accepts responsibility to any bidder in respect of acts or omissions, whether negligent or otherwise, by Phillips or any of our affiliated companies in connection with the conduct of the auction or for any other matter relating to the sale of any lot.

(c) All warranties other than the Authorship Warranty, express or implied, including any warranty of satisfactory quality and fitness for purpose, are specifically excluded by Phillips, our affiliated companies and the seller to the fullest extent permitted by law.

(d) Subject to sub-paragraph (e) below, none of Phillips, any of our affiliated companies or the seller shall be liable to the buyer for any loss or damage beyond the refund of the Purchase Price referred to in sub-paragraph (a) above, whether such loss or damage is characterised as direct, indirect, special, incidental or consequential, or for the payment of interest on the Purchase Price to the fullest extent permitted by law.

(e) No provision in these Conditions of Sale shall be deemed to exclude or limit the liability of Phillips or any of our affiliated companies to the buyer in respect of any fraud or fraudulent misrepresentation made by any of us or in respect of death or personal injury caused by our negligent acts or omissions.

### 14 COPYRIGHT

The copyright in all images, illustrations and written materials produced by or for Phillips relating to a lot, including the contents of this catalogue, is and shall remain at all times the property of Phillips and such images and materials may not be used by the buyer or any other party without our prior written consent. Phillips and the seller make no representations or warranties that the buyer of a lot will acquire any copyright or other reproduction rights in it.

### 15 GENERAL

(a) These Conditions of Sale, as changed or supplemented as provided in Paragraph 1 above, and Authorship Warranty set out the entire agreement between the parties with respect to the transactions contemplated herein and supersede all prior and contemporaneous written, oral or implied understandings, representations and agreements.

(b) Notices to Phillips shall be in writing and addressed to the department in charge of the sale, quoting the reference number specified at the beginning of the sale catalogue. Notices to clients shall be addressed to the last address notified by them in writing to Phillips.

(c) These Conditions of Sale are not assignable by any buyer without our prior written consent but are binding on the buyer's successors, assigns and representatives.

(d) Should any provision of these Conditions of Sale be held void, invalid or unenforceable for any reason, the remaining provisions shall remain in full force and effect. No failure by any party to exercise, nor any delay in exercising, any right or remedy under these Conditions of Sale shall act as a waiver or release thereof in whole or in part.

### 16 LAW AND JURISDICTION

(a) The rights and obligations of the parties with respect to these Conditions of Sale and Authorship Warranty, the conduct of the auction and any matters related to any of the foregoing shall be governed by and interpreted in accordance with Swiss law.

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