

Interview 4

- 36 watches in the collection
- Collecting watches off and on his whole life
- Grew a lot around 2018
- Bought a lot since 2018
- Collects guitars as he is a musician
- Once interested becomes invested in a big way
- really loved watches his whole life
- When gets older has more disposable income
- Can collect more

- Really likes the historical aspect
- Doesn't really enjoy the thrill of the hunt

"Fascinating little minor machines"

- happy with all watches
- Really a like for the mechanical watches
- Diversity is key to his collection
- Mixture of brands and types, movement types etc

- X factor, in the next watch
- avoids buying a watch that is too similar
- Needs to be different
- Enjoys the history of the watches

- History is important but not a critical aspect to the watch

- mainly needs to look good

- buying watches for important milestones important when he was younger.
- "Association with some kind of milestone"
- bought a nice watch when graduated uni
- Bought another nice watch when he started his business
- More important when younger
- older not so important

- enjoyable to have
 - likes to look at them
 - Tries to wear all the watches
 - 20 or so that he wears regularly
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- A lot of fun
 - Likes talking about watches with other collectors
 - Give him some enjoyment
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- really enjoys the technology of the watch
 - That's the key to his watches, the movement and the technology
 - Likes the jewellery side
 - But what really drives is the technology
 - Enjoys assembling the watches
 - Has become interested in building watches
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- lurking on trademe or ebay
 - Reads a lot about watches
 - Also listens to a lot of podcasts about watches
 - Hears some thing on the podcast and looks online about it and learns about it
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- finds he makes some friends through watches
 - Has found that he finds other people he already knows who are also interested in watches
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- keeps track of the price, mainly due to insurance
 - Rarely sells the watches
 - Return on the watches isn't very important
 - Finical side not very interesting
 - important to know for insurance
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- spread sheet to catalog the watches
 - Keep track of the charatestics
 - Keeps track of the information
 - Uses the spread sheet to keep track of which one has been worn

- Keeps track of the straps
- enjoys to know where the watch came from and who had it before him, and then who has it now after its been sold

Important aspects

Collects a lot of watches 36. Collecting on and off his whole life, but really got into it in 2018, he also collects guitars.

One of the big thing for his watch collection is the innovation of the watches, and whether or not they are technologically innovative.

He also needs a diversity of watches, a lot of different materials and movements. Not hung up on movements or brands, diversity is key. Avoids buying watches that are very similar.

Used to buy watches at big and important life milestones, but not so much as he is older.

He likes to try and wear all of them, and really gets enjoyment out of looking at them and owning them.

The key to his collection is the technology and the history of the watch, the history that it needs to be innovative in its time, and that ties in with the technology.

Interview 5

Didn't want to be recorded

- Collects over 50 watches
 - Stores them all in boxes and safes
 - Has liked watches all his life, but really started collecting in late teens or early twenties
 - Only collects watches
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- Got into collecting watches was both in seeing grandad and father collect watches
 - Also at a young age started buying cheaper Casios etc
 - But really started in early twenties when he was working and getting more money, could afford more aspirational pieces
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- enjoys the thrill of the hunt,
 - But really enjoys completing the collection, enjoys really finding and obtaining the slight differences in watches
 - Likes to see the whole group grow and complete, so he has all the slight variations of each piece in his collection
 - Enjoys getting a little bit of history in his collection
 - Enjoys adding a small piece of history into his collection
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- the main driving force in buying a new watch is, is it needed to complete the collection, does it have the variation that he is after to complete the collection.
 - he will focus on one small collection and won't buy any other watches until its complete. This is what happens in theory, but in practice he is completing a lot of small collections at the same time.
 - As he doesn't know when the watch he is after is up for sale, and a different watch but is needed to complete the collection may come up out of the blue.
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- Satisfaction in collecting watches

- Satisfaction in completing the small collection of all the pieces
 - Enjoys collecting all the sub variations of all the pieces
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- when he was younger he would buy watches at important life events
 - Now as he is older and “deeper down the rabbit hole” he can afford to buy a watch that he needs to complete the collection when there is one available.
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- Collecting watches connects back to his childhood as his father and grandfather collects
 - Also seeing and being able to afford watches now that he loved when he was younger, connects back to his childhood
 - Also connects back to childhood as seeing James Bond and movie and sports stars where these watches, that now he can afford and obtain the watches that they worn.
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- the art and the history are the biggest drivers in his interest in collecting watches
 - The art in the dial and the actual physicality of the watch is very interesting
 - Also the history of the watch and the legacy
 - The legacy needs to be important or interesting to initially get his attention
 - Also if he buys second hand watches, he needs to know where the watches come from and who owned them, are all the papers and boxes etc included
 - He also likes to know how the previous owner lived with the watch, what they did for work and if they cared for the watch or were they more rough with the watch and used it more as a tool.
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- finds the next watch through ebay or trademe or a second hand verified dealer or chrono 24
 - Needs to be the next piece to complete the collection
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- finds he makes deep friendships with like minded people

- He mainly finds its a good conversation starter with old and current friends who come over and look at the watches, they say the enjoy to look at the movement and be able to hold the watches etc
- the worth of the collection, isn't very important as he feels he has put too much money into it, and would be shocked if he learned how much the collection is worth
- "Ignorance is bliss in that regard"
- he catalogs the watch collection through spread sheets, which are broken down into sub collections
- He also collects so if he is out or in another country and shopping, he can see if he has the watch or not

Important aspects

Very large collection, stores them in safes and boxes.

Collection started when he was younger as a child seeing his grandfather and father wear watches.

Started collecting cheaper watches, really started buying nicer or more expensive watches as he was older and had a job and could afford them.

He also likes to collect watches that he saw from his childhood, and then collecting all the sub variation of that piece

Enjoys the thrill of the hunt

But the main driver his collection is getting every kind of sub variations to complete all the individual collections.

The history and lineage of the watch is important in the sense that the watch needs to be historically accurate, but the most important thing in his collection is getting every kind of variation.

If he is buying a vintage he piece, he needs to know who has owned it before him, where they lived and what they did for work etc. did they take care of the piece and do they have all the box and papers.

He finds he makes friends with like minded people, but also creates deeper bonds with existing friends as they like to come over and take a look at the mechanics and the art of the watch.

He catalogs to know what he has and if he is traveling he can check if he has that watch before buying it.