

Interview 1

- 30 watches in collection
 - Seriously collecting to the last 3 years
 - Happen to have them before
 - The stories attached to the watch, can dive into interesting areas
 - Combination of technology and product design, interesting intersection
 - Stories of which connect engineering and history
 - Symbols on aspiration people
 - Growing up and seeing these objects on people wrists
 - Bought first watch when started first business
 - Thrill of the hunt, gets addicted to find the right version of that
 - Knows the stories that are attached to each piece
 - Watch important is his past
 - Or marking a point in time, marks when daughter was born
 - History connection, through stories which were discovered from researching
 - History and discovering and understanding the most important
- “A connection to history through watches that on the surface don’t seem like much”
- connects childhood, emotive vibe which is very nostalgic
 - Nostalgia factor key
 - Short list of watches which are nice to have
 - A conversation or video that you see, that lets you dig into it further
 - Chrono24 to start
- not really interested in the worth
 - Doesn’t really sell watches
 - “Value doesn’t play into it”
- Makes friends in collecting watches
 - Loves talking about watches and loves hearing about other people stories about collecting.
 - Slack channel at work, for watch collectors
 - Loves having connections to likeminded people
- watch collecting makes him happy.
 - Do for yourself, hesitation comes from finical side of watches
 - Doesn’t want to know what kind of money is sitting in boxes
 - Feels a level of guilt

- Catalogs through spreadsheet
- Robbery has evidence
- Financials, what payed, where's it from

“Collects knowledge around watch but stays in head”

- stories stay with people and is lost when sold
- Weird stories.

Having stories documented and that can be passed to next buyers

Important aspects of collecting

Combination of the history and the design/engineering of the watch, is a key aspect of the collection.

Watches that have legacy through history and innovation are the main aspects of his collecting and main attributes in the next watch to collect.

The history on a broad scale, is very important the watch needs a legacy, but also on a smaller scale. Interestingly the watch having a personal history is very important.

Important info about this aspect include, where the watch was bought, where it went, who also bought the watch, what they did for a job etc.

A key aspect to collecting is finding watches that people he looked up to at a young age used to wear.

Interview 2

- varies 20 watches
- Varying in prices
- 3.5 years serious collecting
- “always had a fascination the mechanical”
- easier to collect watches due to size
- Always had a fascination in engineering
- father wore a watch
- Started through father
- Over last year collection really grew
- enjoys the phases of expanding and shrinking the collection
- New watch makers, innovation in smaller watch makers micro brands
- likes to swap watches out regularly
- Buys watches at significant watches at milestones,
- watches a lot of YouTube videos in down time
- Zone out
- Escapism
- Also purchases for value, find a good watch at a good value will pull the trigger
- worth of the collection is an important aspect
- But doesn't buy for an investment purpose
- “Providence is important”
- likes to know the legacy of the product and why its important but also, where that specific watch came from and the stories this specific watch tells.
- makes him happy, frustrated, sad. A array of emotion
- created some really good friends
- Catch up on a regular basis
- 99% positive to collecting watches
- not the only group he is apart of
- One aspect of his social life
- enjoy the collection
- For himself and not trying to impress any one else
- Taste might be different from other people

- should catalog, a lot of watches come and go
 - Takes photo of the watches he has owned
 - not to detail the year movement or year etc, but to remind him that he has owned the watch and what he liked about it and what he didn't.
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- Most important watches are milestone watches
 - all the watches get worn, to add stories of the watch
 - some of the watches have come full circle, bought by a friend first, sells then goes through a couple different hands, then comes back.
 - Gets the full rundown of the history for the watch
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- purchases from friends, watches go through friend circles
 - Some watches will never be sold, and some will
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- works in fire service, can't wear jewellery so wearing a watch is his jewellery.
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- something about time being made by men
- "The only thing that is constant in this world is time"
- some days spend 20 mins looking at watches, other days 4 hours
 - Watching reviews etc.
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- a big rabbit hole

Important aspects

Always had an interest in the mechanical and watches are a good way to indulge that, small and easy to collect.

The collection began with his father and grew a little, but a few years ago really expanded. ' Enjoys learning about the provenance with the watch, where the lineage begins and why its important, but also on a more individual level, who wore the watch , why they had it and what they did for a living etc.

His collecting is for him and not to be flashy and not to show off.

Buys key watches at important life events, but buys watches he enjoys when he finds them for the right price, the right colour etc. But not too hung up on movements and years.

All his watches get worn and he wants to add his story onto each watch, especially before its sold.

Works in fire service and can't wear jewellery so watches is a kind of jewellery for him.

Doesn't catalog the collection but does keep photos to remind him that he has owned the watch.

Most important watches are bought at milestones and will never be sold.

A lot of the watches in his collection stay between the his watch circle, and bounce between friends .

Interview 3

- 4 watches that are worn regularly
 - a few other watches that are worn for run-in and surfing
 - Also Collects whisky
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- started off as a child
 - Had a couple of watches through his younger years
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- younger age watching James Bond, and loved the seamster through James Bond
 - 17 joined the British army, found a watch through his uncle which was the same as his uncle.
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- favourite watch was from 17 years ago
 - Very sentimental in the watch collection
 - From a child with James Bond to the army watches
 - Watches that connect back to his history in the army
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- Limited watches through his army days, by micro brands building regimental specific watches
 - His Bremont and his Elliot brown are made specific for his regiment and this is important to his collection
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- Watch collecting started through his uncle
 - Uncle had a lot of cheaper watches
 - Had a casio that could store names and numbers in as a kid
 - Although Dad never wore a watch
 - Must have began with his uncle
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- sentimental watches are the most important, this is shown in his collection
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- An affordable and manly way to accessories
 - A manly jewellery
 - A "golden ticket" when you stand at a bar, to attract other guys.
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- watches connect back to his military days
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- Pride in watches that connect back to his military days and his division
 - Dopamine kick, in buying the watches, a "holy shit what am I doing?" Moment
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- probably no friends in watches as people are "weirdos"
 - Can initiate conversations but don't really connect with people
 - More friends through whisky connections

- Not really interested in the overall worth of the collection
- Wouldn't sell them, but not interested in the worth
- doesn't catalog the collection, mainly because of the size
- But does catalog the whisky collection
- 220 bottles
- Don't know what's in the cabinet

Important aspects

Collecting watches really began with his uncle and started before he joined the military. Some of his watches come from his childhood such as the James Bond seamster, while others connect back to his military days, which were special edition pieces for the same branch of the armed forces as he was in.

A very important aspect of his collection is that it either connects to memories as in James Bond, or connects to a younger time and an important time of his life in the military.

Sentimentality is the largest driver in his watch collection, the watch needs some history that connects to himself

He also collects whisky, although he doesn't catalog the Watches, he catalogs the whisky.