History and Provenance and Stories

History Vital
stories that connect history to tech
combination of technology and history
buys watches that connect to past
Pride in watches as connects to military
History aspect is the most important
needs full rundown of history
Art and History
emotive and nostalgic
watches that connect to younger self (James Bond)
milestone watches
watches need stories
Sentimentality is KEY
having a little bit of history
"Milestone watches"
bought first watch when started first business
Nostalgia is key
history connection through stories and research
"provenance"
needs to know where the watch came from
very sentimental
being able to buy watches that he likes as a child
Legacy is very important
important Legacy to get attention
Legacy Super Important
younger self seeing James Bond
most important watches are "milestone" watches
history of the watch important
all watches get worn "needs to tell a story"
likes to know where the watch came from
younger self seeing watches on aspirational people
bought watch when started business
bought watch when graduated uni
Father and Grandfather collected
young age buying casio
young guy watching movie stars
younger would buy watches at important life events
collecting started with father
started as a child with Uncle
happen to have them before
buys "expensive" watches at milestones
Connects to childhood, with father + Grandfather
watches connect back to military
watches that connect to military
father wore a watch
stories can create interests
Younger would buy watches at important life events
connects through childhood
last few years collection grew
Joined Army needed an army watch
tries to wear all of them
favourite watch from 17 years ago
"provenance"
who and where the watch came from
had a few watches when younger
stories stay With people and are lost when sold
loves listening to peoples stories
loved watches his whole life
really started collecting with 1st job
Has started collecting in late teens/ 20s
50 watches in collection
30 watches in collection
collection really grew since 2018
varies around 20 watches
4 watches
seriously collecting 3 years ago
36 watches in collection
collector whole life
3.5 years serious collector

Emotions

can start convos through watches
makes friends
good convo starter
makes friends
only hesitation is money
loves talking about watches
likes to look at them
more friends through whisky
"golden ticket" for when at bar
makes friends
no friends as "weirdos"
some watches will never be sold
99% positive experience
likes to talk watches
has created some really good friends
rarely sells
conversations with friends on interesting watches
connection with likeminded people
satisfaction in the collection
enjoyable to have them
A lot of fun
collecting makes him happy
a small level of guilt
also collects whisky
"happy, frustrated, sad. An array of emotion"
wouldn't sell them
doesn't sell watches
also collects guitars and calculators

Art and Engineering

Dial Art
Technology of the watch is vital
Needs to look good
"Fascinating little machines"
engineering
a mans jewellery
needs the X factor
"Always had a fascination with the mechanical"
Diversity is Key
works in fire service can't wear rings, wears watches
Likes the jewellery
through collecting has begun building them

quotes

once interested gets the bug
"the only thing that is constant in this world is time"
"provenance"
slack channel at work

Nothing Zip Not Important

needs to know worth for insurance
worth is important for insurance
worth not important
worth is not interesting
return on watches not important
not interested in worth
doesn't collect for an investment
doesn't want to know the worth
"value doesn't play into it"
money side not interesting
not trying to impress other people

Next Watch?

Thrill of the Hunt
finds watch on ebay or chrono24 etc
"lurks on trademe (ebay)"
listens to podcasts
easy to collect due to size
dopamine kick when buying "holyshit what am I doing"
enjoys his collection
needs all boxes and papers
Mixutre of all brands and types
avoids too similar watches
reads a lot about
likes to swap watches regularly
tastes in watches varies
info on previous owner
some days 20 mins looking
other days 4 hours looking
"A big rabbit hole"
watches go through friend groups
likes micro brands
zone out/ escapism when looking at watches
chrono 24 and ebay
thrill of the hunt
has to complete the collection
needs to be different
watches a lot of YouTube
does purchase on value, finds a good watch at good price
has a short list of watches
always searching for the next watch
watch the collection grow
enjoys the phases of collecting
Needs to complete the collection
needs all the small variations
gets addicted to finding the right version
likes completing all sub variation collections
has box papers for next buyer

Impact of Collecting

insurance/robbery
older has more money
Keeps track of price for insurance
older has more money, buys watches when available
Affordable and Manly
Older more money, can buy a watch when he wants
catalogs through spread sheet
catalogs for purchases so no double ups
doesn't catalog due to size
catalogs through spreadsheets
Keeps the collection in safe and boxes
keeps track of accessories
does catalog whisky
keeps track of what has been worn
should catalog
a lot of watches come and go
keeps track of characteristics
takes photos of watches he has owned
keeps track of info
spreadsheet for catalog