

Rough Diamonds

The First Underground Live Auction Sale Dedicated to Avant-Garde and Overlooked Vintage Timepieces

Featuring Rare and Disruptive References by Patek Philippe, Audemars Piguet, Piaget, Vacheron Constantin and many more

Public Exhibition to Take Place in Geneva from 8 April – 10 April 2024 with Live Auction Sale on 11 April from 6.00pm Geneva Time and online at [Sothebys.com/roughdiamonds](https://www.sothebys.com/roughdiamonds)

Geneva, 29 Thursday 2024 – This April, Sotheby's will debut a new auction concept set to excite the world of vintage watches, by bringing out of obscurity some of its most compelling 'rough diamonds'. Conceived in collaboration with watch and creative collective heist-out, Rough Diamonds is an unconventional auction designed to showcase an extraordinary selection of avant-garde and overlooked vintage watches which, like rough diamonds, are still waiting for their time to shine and be rediscovered. The sale will offer watches with estimates ranging from CHF 2,000 to CHF 100,000.



“Vintage watch collecting has been enjoying a resurgence as collectors increasingly seek out unique or differentiated pieces as a way to express themselves. We’re excited to bring to market an entirely new auction concept that offers a curated focus on rare and unconventional timepieces intended to capture the imagination of vintage watch aficionados and new collectors alike. Collaborating with heist-out on Rough Diamonds is another example of Sotheby’s commitment to engaging collecting communities with innovative and creative sale formats that challenge the status quo.” said Josh Pullan, Global Head of Sotheby’s Luxury Division.

Created by iconoclastic, free-spirited designers with an eye to the future, these ‘rough diamonds’ represent some of the most unexpected timepieces ever released by some of the world’s most respected watch brands – including Patek Philippe, Audemars Piguet, Jaeger-LeCoultre and Vacheron Constantin.



Twenty-four treasures – reflecting the number of hours in the day – have been carefully and selectively extracted from horological history by Sotheby’s specialists and heist-out to feature in this unique auction. Ultimately, the sale celebrates the genius of designers who daringly broke away from mainstream aesthetics to deliver watches full of originality, punch and personality, without compromising on quality of materials or craftsmanship such as Charles de Temple, Gilbert Albert, Jacqueline Dimier and Daryoush Shafa to name only a few.

The twenty-four lots have all been curated to respond to specific criteria – they were all created at least 30 years ago with some dating from the early 1950s, and all have two or more of the following attributes: technical innovation, exceptional design, rare materials, historical significance, notable ownership or provenance, exquisite craftsmanship and rarity. This meticulous selection process ensures that each timepiece in this Rough Diamonds sale possesses not only intrinsic value but also a rich story and heritage that adds to its overall appeal.

To reflect their breakaway aesthetic, all twenty-four watches will be showcased underground – at the wine cellar La Corne a Vin, Rue de Lausanne in Geneva – from 8 April to 10 April, in a bespoke public exhibition designed to take full advantage of the unexpected location. All watches will be sold during a live auction at La Corne a Vin, on the last day of the public exhibition on Thursday 11 April from 6.00pm Geneva time, with bidders invited to participate in person, on phones and online at sothebys.com/roughdiamonds.

“As we ventured into this project alongside Sotheby’s, it became clear from the outset that our aim was to inject dynamism and create an immersive auction experience. From conceptualization to the selection of watches and the design of the scenography, both parties recognized the potential in disrupting the status quo with a fresh format. Together, we recognized the significance of unveiling a captivating selection of timepieces aptly named Rough Diamonds, owing to their remarkable potential and arresting visual allure. In an industry where each new release often melds into the next, it is invigorating to pay homage to the trailblazers of yesteryear and affirm that audacity has always been pivotal in shaping watch design” said Maxime Couturier and Lorenzo Maillard, Co-founders of heist-out.



For assistance with Rough Diamonds bidding and registration, please contact:
enquiries@sothebys.com
bids.geneva@sothebys.com
sothebys.com/roughdiamonds
+41 (0) 22 908 48 00

Sotheby’s Press Office:
Bruno Barba, Head of Luxury Communications
Bruno.barba@sothebys.com

Nezha Bernoussi, Luxury Communications
Press Assistant
Nezha.bernoussi@sothebys.com

**ROUGH
DIAMONDS**