



## TUDOR HERITAGE BLACK BAY ONE SELLS FOR 100 TIMES ITS ESTIMATE AT ONLY WATCH 2015 CHARITY AUCTION

*Geneva, November 7th 2015 – TUDOR's unique piece for Only Watch 2015, the Heritage Black Bay One, set a new price record for a TUDOR watch sold publicly. With a hammer price of 375,000 Swiss francs the lot n°30 sold for 100 times its pre-sale estimate. The proceeds from this sale will support scientific and medical research on neuromuscular diseases in general and Duchenne muscular dystrophy in particular.*

Saturday November 7<sup>th</sup>, in a packed room at La Reserve Hotel in Geneva, Switzerland, the Heritage Black Bay One became the most expensive TUDOR watch ever sold. Bidding started at 3,500 Swiss francs and within minutes, under the expert drive of Aurel Bacs of Phillips in association with Bacs & Russo, reached the impressive hammer price of 375,000 Swiss francs, 100 times its estimate. A stainless steel mechanical diving watch, the Heritage Black Bay One, was initially estimated between 3,500 and 4,500 Swiss Francs.

On the occasion of TUDOR's first participation in Only Watch, Philippe Peverelli, CEO of Montres TUDOR S.A. commented shortly after the sale: "We are surprised and extremely proud that the Heritage Black Bay One attracted so much interest from the collectors' community, becoming the most expensive TUDOR watch ever, and especially so since all of the proceeds of this sale will go for scientific and medical research."

On the record price achieved by the TUDOR Heritage Black Bay One, Mr. Bacs explained at the end of the auction: "This amazing result pays tribute to Tudor's heritage and their highly talented team of designers who perfectly captured the spirit of vintage reference 7923 by incorporating all the subtle elements of the 1950's original into the Heritage Black Bay One. On a more personal level, it was one of the most memorable moments as an auctioneer to conduct the sale of this collector's piece."

### About Only Watch

Only Watch, a biennial charity auction of unique timepieces created and donated by the finest watchmakers for research on Duchenne Muscular Dystrophy is organized by *Association Monégasque contre les Myopathies* (AMM), the Monaco Yacht Show and Phillips in association with Bacs & Russo. This was the first time TUDOR took part in Only Watch; the 6<sup>th</sup> edition of the event created by Luc Pettavino, Founder and President of AMM, under the patronage of His Serene Highness Albert II of Monaco.



### TUDOR Heritage Black Bay One for Only Watch 2015

For TUDOR's first participation in the Only Watch auction, it was decided to reinterpret one of the least known diving-watches in the brand's history: reference 7923. Launched in the mid-1950s, produced in very small quantities and highly sought after by collectors today, this rare reference was an excellent starting point for the creation of a one-off model destined for this unique charitable initiative. A perfect example of the Heritage design approach of the brand, the TUDOR Heritage Black Bay One reinterprets - rather than replicates - reference 7923 with enlightened freedom, borrowing design elements from the original 50s watch and injecting them into a very contemporary timepiece.

Heritage Black Bay One is also inspired by Tudor's current collection, the famous Heritage Black Bay which is available in burgundy red, blue and, since October 2015, in black.



TUDOR Heritage Black Bay One at Only Watch 2015