

## Desirable timepieces

DreamChrono Blog Provides News and Resources for Collectors of Fine Wristwatches. Amateur and professional collectors expected to become part of vibrant community of readers.

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The DreamChrono blog (<http://blog.dreamchrono.com>) is aptly named: the luxurious timepieces featured on its pages are among the most sought after in the world. The blog's purpose is to be the leading resource on collectable wristwatches anywhere in the world. The time could not be more appropriate, as interest in fine watches has grown alongside a surge in appraised values.

The landscape for watch collecting has shifted dramatically since the 1980s," explained DreamChrono Founder Romain Brabant.

„Whereas in the past it was sometimes possible to find hidden treasure at an antique shop or estate sale, today's more predictable and mainstream market is more accommodating to newcomers. Plus, a higher status for valuable wristwatches and their collectors invariably means higher prices for the most elite pieces. It's not just grandfather clocks and pocket watches getting all the attention anymore.”

Major auction houses now pay much closer attention to the wristwatch niche, and with good reason. For instance, a Panerai Radiomir sold for a cool quarter million dollars at an auction last year. Seasoned collectors understand that a make, model and manufacture date are only part of the equation for determining a value. The internal mechanism is an important consideration, as are the „intangibles.” The choice of Rolex for superspy James Bond, for instance, adds cache to an already exquisite name. For collectors, the variety and possibilities in watch collecting are numerous. One might gravitate toward a certain brand, a certain application (military or diving watches, for example), or a certain theme (watches seen in movies). A few of the more noteworthy names on the list of highly collectable watch brands include:

Antique and otherwise valuable wristwatches are firmly in the same category as fine cigars, rare scotch or original artwork from a noted master. But watches bring something new to the table—they're portable, and unlike a cigar or expensive bottle of wine, they're not destroyed in the act of consumption. It's worth pointing out, too, that a valuable wristwatch is functional as well as elegant.

- Breitling
- Longines
- Cartier
- Panerai
- Heuer
- IWC
- Patek Philippe
- Omega
- Rolex

Unlike a Rolls Royce or van Gogh, many fine and collectable watches don't require a limitless spending account. Very respectable models can be had for a few hundred dollars, with all but a guarantee that the value will only increase. When money is no obstacle, the excitement lies in tracking down the rarest of the rare wristwatches, independent of market value. Brabant added:

„The team at DreamChrono are passionate about watches, and we enjoy hearing from the community ([blog.dreamchrono.com/contact-us/](http://blog.dreamchrono.com/contact-us/)). Contributions, such as reviews and feature articles, from professionals in the field are more than welcome. DreamChrono will gladly publish high-quality submissions, as it's important for us to be open and accessible to watch collectors around the world.”

The fully featured DreamChrono website is currently in a private beta phase, with a public launch planned for early in the coming year.

### ABOUT DREAMCHRONO

DreamChrono is a blog about all aspects of fine watches, with a focus on the needs and interests of collectors. Anyone interested in learning more about the art and craft behind the world's greatest watches is encouraged to visit the blog or connect via Facebook, Twitter or Google+.

### CONTACT

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