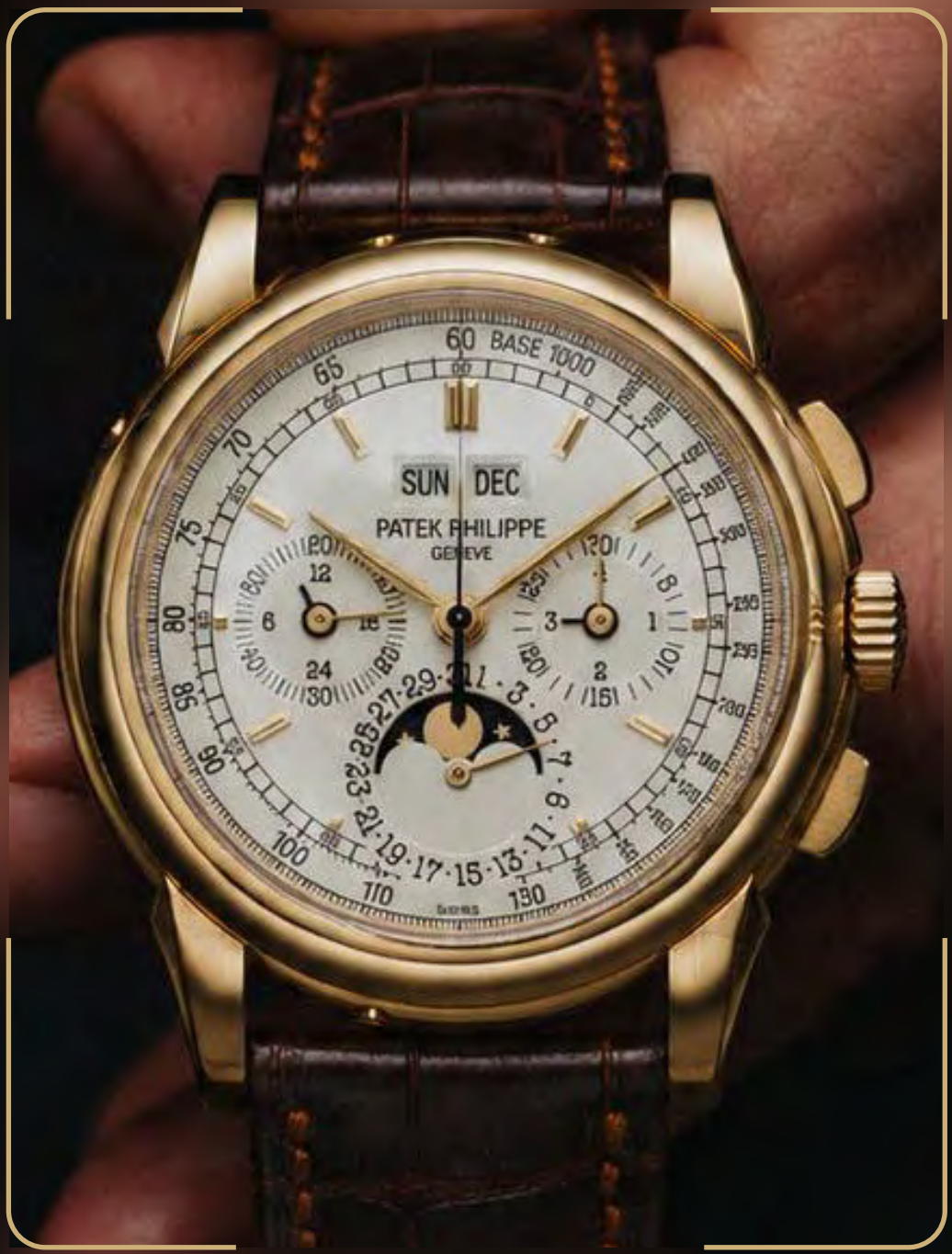
EVERYWATCH



Investment-Grade Watches of 2026

55 Watches. 19 Brands

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FOREWORD

EveryWatch has become a reference point for collectors who want watch pricing to be judged with the same discipline as any other asset class: transparently, comparatively, and in real market terms.

In that framework, “investment-grade” does not simply mean expensive; it means a watch combines scarcity, recognisable desirability, enduring brand power, and evidence of resilient secondary-market performance. In 2026, the strongest cases increasingly come from a narrower field: discontinued references, early production series, independent watchmaking, special dials, and historic models whose supply is finite but collector attention is still rising.

That shift matters. The market continues to reward scarcity, but it is no longer limited to the obvious blue-chip names. Independent makers such as F.P. Journe, Greubel Forsey, Philippe Dufour, Romain Gauthier, and Daniel Roth are drawing sharper attention, while vintage and neo-vintage references are being reappraised for originality, size, and historical significance. At the same time, select modern icons remain compelling where they have cooled, paused, or diverged from broader hype. The result is a more selective, more nuanced market, and one that increasingly favours informed buying over simple brand chasing.



A NEW FEATURE FROM EVERYWATCH

EveryWatch has just launched *Sales Advisory,* a new way to help collectors sell watches with more clarity, better positioning and stronger outcomes.

Start selling →

THE STRUGGLES OF SELLING A LUXURY WATCH

01 **Lowball offers** that ignore the true quality and timing of the watch.

02 **Consignment proposals** that leave sellers waiting without certainty.

03 Marketplace **listings** that **sit for months or years** with no serious traction.

04 An **opaque auction landscape** that is difficult to navigate with confidence.

05 **Endless back-and-forth** over **extra photos, paperwork** and condition details.

06 **No clear view on which channel** is actually most likely to **maximise return.**

EVERYWATCH

Sales Advisory

Sell Smarter. Sell Faster.

STEP 01

Intelligent Valuation

We analyse five auction and dealer data to understand what your watch should achieve in today's market.

STEP 02

Best Channel Identified

Our data helps determine the dealers and auction houses most likely to deliver the strongest return for your reference.

STEP 03

Verified Buyer Introduction

We connect you with the most relevant partner or buyer in our network so you can transact with clarity and confidence.

Sales Advisory was created to solve exactly these frictions. Instead of forcing a seller to guess the right price and the right route. EveryWatch uses live market intelligence to establish a defensible valuation, then identifies the dealers and auction partners most likely to achieve the best result for that specific watch. The final step is simple: once the right counterparties are found, the seller is introduced and transacts directly with them.

The value is not just speed. It is informed placement. In a market where small differences in channel, timing and buyer fit can materially change an outcome, better routing can mean a meaningfully better return.

Start selling your watches smarter and faster →

> *Most watches do not underperform because they lack demand. They underperform because they are priced imprecisely, routed poorly, or shown to the wrong buyers.*
>
> -Giovanni Prigigallo
> *Co-founder*, EveryWatch

EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Breguet Tradition 7027BA/11/9V6



Auction price

$12,650

Total appreciation

+25.66% (+$2,583) in 2 years

Most Recent Auction Sale

$12,650

Est. secondary market price

$18,995

The Breguet Tradition is the definitive expression of what Abraham-Louis Breguet stood for: movement as architecture, transparency as luxury. The 7027BA suspends its tourbillon and gear train across an open dial in yellow gold, making the mechanics the dial itself. What makes this a 2026 buy is straightforward: it's trading between $16,000 and $17,000 on the secondary market, with patient buyers finding deals closer to $13,000–14,000 roughly half of retail, on a watch with significant gold content throughout both dial and movement. Breguet collectors have been actively hunting the Tradition for years, and prices have been stable long enough that the floor looks solid. More importantly, they've started to climb. The recent introduction of an enamel sub-dial iteration signals brand investment in this reference, which historically precedes a repricing moment. For those who understand Breguet, the window is now.

Breguet Tradition

7027BA/11/9V6 | Yellow gold

Dealers

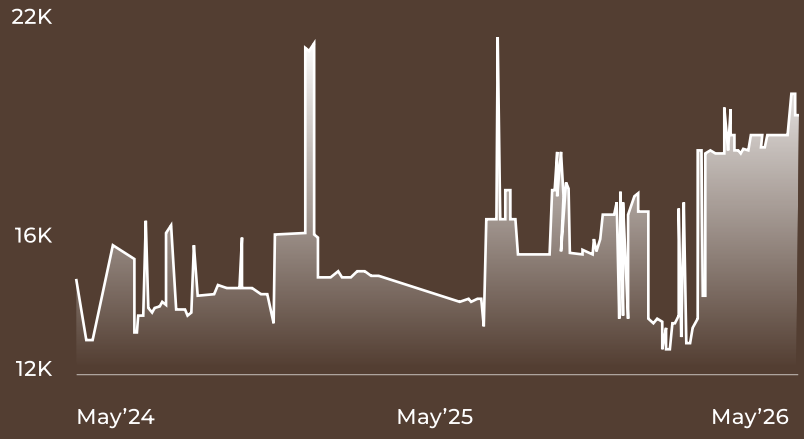
18,995 USD

+4,659 +32.5% past 2 years

Auction Market

12,650 USD

+2,583 +25.66% past 2 years



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Patek Philippe Perpetual Calendar Chronograph 5270G-013



Auction price

$100,100

Total appreciation

+5.79% ($5,477) in 2 years

Most Recent Auction Sale

$100,100

Est. secondary market price

$127,950

The 5270G-013 is the contrarian play in the modern Patek perpetual calendar chronograph family. When it launched, the 6 o'clock "chin" an unusual case extension Patek introduced with the 5270 was divisive enough to dampen initial demand and keep production low. Patek ultimately corrected course with subsequent references, making this version a short-run anomaly by one of the most disciplined manufactures in the world. Current market sits around $100,000. What's changed is collector perspective: the features that were once drawbacks are increasingly read as what makes this reference distinct, even singular. The watch has been appreciating steadily for two years, and the logic of its scarcity is now catching up with its price. In a market where rare modern Pateks with unusual histories consistently outperform, the 5270G-013 offers an entry point that still has room to run. The contrarian thesis is becoming consensus.

Patek Philippe Perpetual Calendar Chronograph

5270G-013 | White gold

Dealers

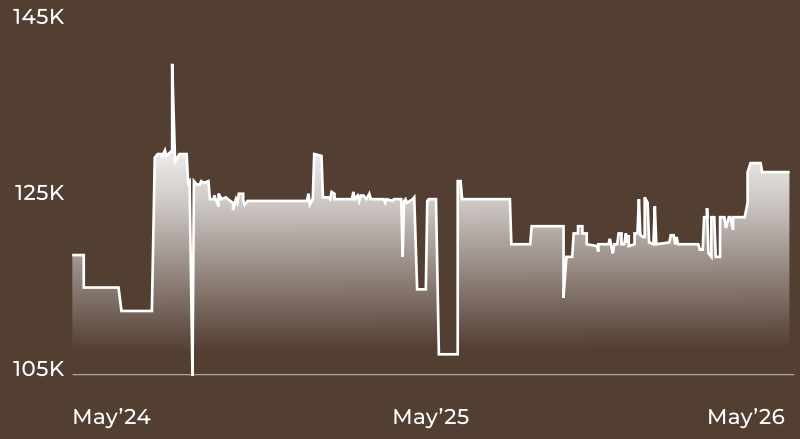
127,950 USD

+9,383 +7.91% ↑ past 2 years

Auction Market

100,100 USD

+5,477 +5.79% ↑ past 2 years



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Patek Philippe Perpetual Calendar Chronograph 5270G-014 (Blue Dial)



Auction price

$114,479

Total appreciation

-33.36% (+$57,313) in 2 years

Most Recent Auction Sale

$114,479

Est. secondary market price

$161,150

If the 5270G-013 is the contrarian bet, the 5270G-014 is the collector's natural next step same reference architecture, same distinctive "chin," but with the first blue dial ever applied to a Patek perpetual calendar chronograph. At approximately $140,000 on the current market, it commands a premium over its silver-dial sibling, and justifiably so. First-of-a-kind dial colours in flagship complications have an exceptional track record in the Patek canon, and this is exactly that moment frozen in a production reference. The combination of a historically significant dial colour, limited output driven by the same reception dynamics as the 5270G-013, and the enduring desirability of the perpetual calendar chronograph complication makes this a serious long-term hold. Both 5270G variants are becoming recognised as a pair — the kind of collecting narrative that attracts dedicated buyers and supports prices over time. This one has the more powerful story.

Patek Philippe Perpetual Calendar Chronograph
5270G-014 | White gold

Dealers

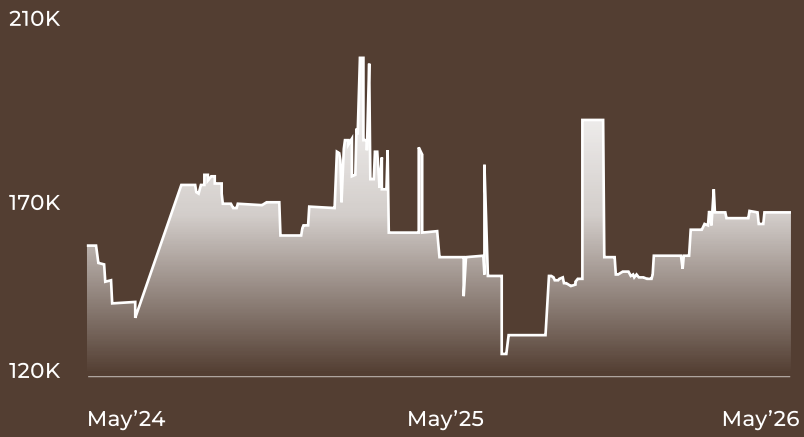
161,150 USD

+8,350 +5.46% ↑ past 2 years

Auction Market

114,479 USD

-57,313 -33.36% ↓ past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Audemars Piguet Perpetual Calendar 25657BA



Auction price

$19,646

Total appreciation

+60.69% (+$7,420) in past 2 years

Most Recent Auction Sale

$19,646

Est. secondary market price

$19,907

At roughly $16,000 to $18,000, the AP 25657BA is one of the most compelling value propositions in high-complication watchmaking. A perpetual calendar in a beautifully proportioned 36mm yellow gold case, with execution and finishing quality that reflects AP at its most considered not the Royal Oak era, but the earlier tradition of classical watchmaking the brand was built on. The comparison to the Patek 3940 is instructive: that reference has appreciated sharply in recent years, and the 25657BA sits in the same collecting neighbourhood with a similar complication at a fraction of the price. Values have been steady for years and are now showing their first consistent uptick. That's the signal. Collectors who tracked the 3940's trajectory before it ran will recognise this pattern. The 25657BA offers exactly the kind of quiet, durable value that high-conviction watch collectors build portfolios around.

Audemars Piguet Quantieme Perpetuel

25657BA | Yellow gold

Dealers

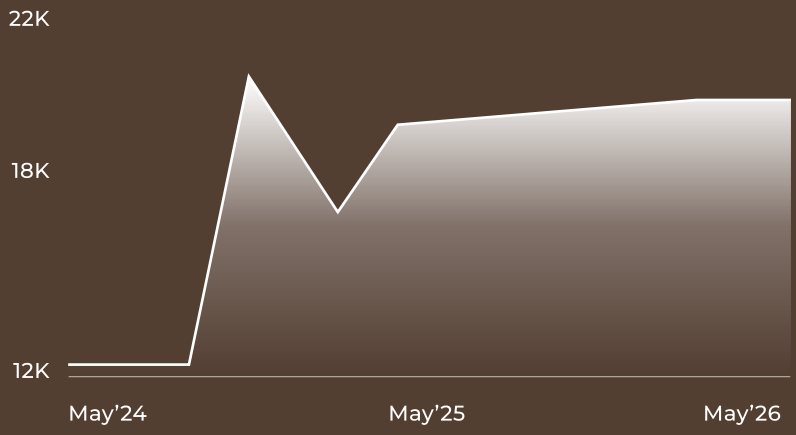
19,907 USD

-1,126 -5.35% past 2 years

Auction Market

19,646 USD

+7,420 +60.69% past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Romain Gauthier Compliquance MON00551



Auction price

$56,447

Dealers price

$93,600

Est. secondary market price

Data dependent on condition

The Romain Gauthier Compliquance is one of those rare watches where movement architecture and dial design feel engineered together rather than assembled. The hammer-escapement mechanism visible through an intricately structured dial gives this piece a mechanical personality that no other watch at this price level can match. The white gold variation, currently trading around $60,000, sits in a compelling space: it competes directly with watches like the Patek Aquanaut in terms of wearability and collector desirability, but offers genuinely superior movement finishing and a far more singular identity. Romain Gauthier remains underleveraged in the broader market, known to the inner circle of serious collectors but not yet fully priced by the wider audience. That gap is closing. Seek out the leather strap version it wears best and shows the watch at its most elegant. At current levels, this is the kind of entry that won't be available much longer.

Not enough sales volume during this period.



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Audemars Piguet Royal Oak Perpetual Calendar 5554BA / 25554BA



Auction price

$177,800

Most Recent Auction Sale

$177,800

Est. secondary market price

$180,000 to $200,000

The 5554BA is the first Royal Oak perpetual calendar ever made built on the original 5402 Jumbo case, adapted with extraordinary ingenuity to carry a perpetual calendar movement while preserving the ultra-thin profile and 39mm proportions that define the reference. That combination of historical primacy, mechanical achievement, and wearability is extremely rare at any price. At $180,000–$200,000, it remains a good deal. The 25554BA, slightly thicker and priced lower, carries much of the same pedigree in a more accessible format. Both are excellent right now, and a concrete near-term catalyst exists: AP is expected to launch its own Certified Pre-Owned programme, which will draw direct attention to early Royal Oak references and build institutional credibility around them. CPO programmes have historically compressed spreads and raised floors on the references they cover. Buying before that announcement is the move.

Not enough sales volume during this period.



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Vacheron Constantin Perpetual Calendar Chronograph 49005 Platinum



Auction price

$47,253

Total appreciation

+27.44% (+$10,174) in past 2 years

Most Recent Auction Sale

$47,253

Est. secondary market price

$33,100

This is the most underpriced Holy Trinity piece on the market right now. A platinum perpetual calendar chronograph from Vacheron Constantin one of the three most revered manufactures in the world currently trading around $35,000. Entry-level Patek perpetual calendar chronographs start at $100,000. The gap is irrational. At 38mm and with design quality that reflects Vacheron's classical tradition at its most accomplished, the 49005 checks every box: right metal, right complications, right size, right provenance. The market has been stable for two years, but auction prices have begun moving toward $45,000, and that directional shift is meaningful. When a piece this important starts attracting auction interest above its secondary floor, the repricing process is already underway. For collectors with the knowledge to act early, this is the window. The 49005 will not stay at these levels once broader attention arrives.

Vacheron Constantin Perpetual Calendar Chronograph

49005P | Platinum

Dealers

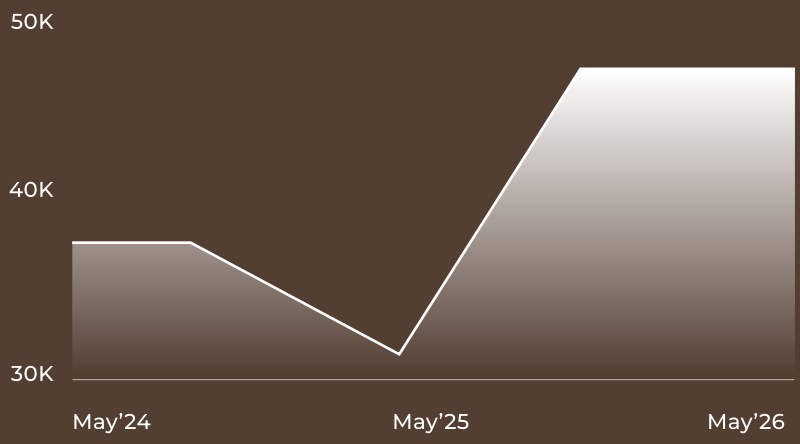
33,100 USD

-15,746 -32.24% ↓ past 2 years

Auction Market

47,253 USD

+10,174 +27.44% ↑ past 2 years



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De Bethune DB28 Steel Wheels (DB28XSSSW)



Auction price

$88,900

Most Recent Auction Sale

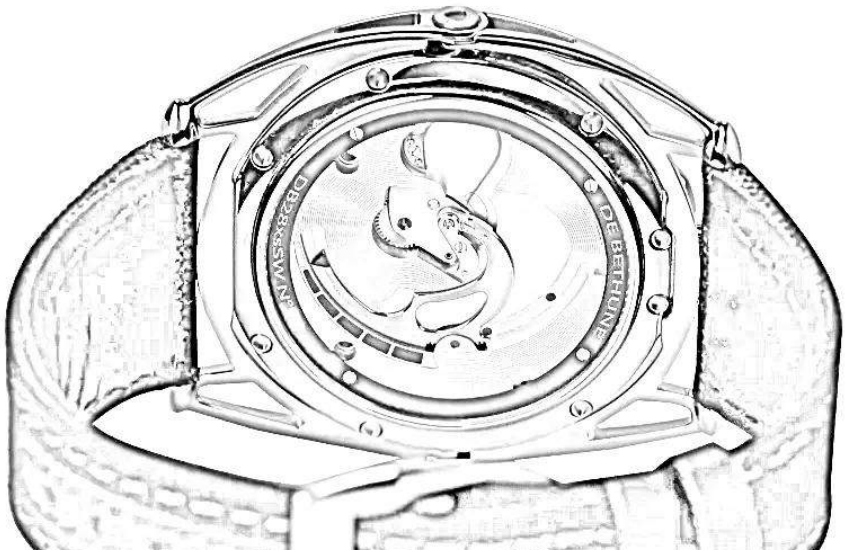
$88,900

Est. secondary market price

$90,000 to $92,000

De Bethune occupies a unique position in independent watchmaking: technically among the most advanced manufactures in the world, yet systematically undervalued relative to peers. The DB28 Steel Wheels is the purest expression of that paradox an objectively extraordinary watch, still trading close to retail, at a moment when independent collectors are paying sharp premiums for far lesser pieces. The 38.5mm case is notably more wearable than much of the DB lineup, and the thinner profile makes it genuinely versatile. Trading around $90,000–$92,000 in 2026, it sits at a level that experienced collectors will look back on as an inflection point. Supply is extremely thin few trade publicly which means any sustained uptick in demand will move prices fast. The DB28 Steel Wheels is the kind of watch that sophisticated collectors own before everyone else does, and that moment is happening now.

Not enough sales volume during this period.



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A. Lange & Söhne Lange 1 Ref. 101.001



Auction price

$35,068

Total appreciation

+49.47% (+$11,607) in past 2 years

Most Recent Auction Sale

$35,068

Est. secondary market price

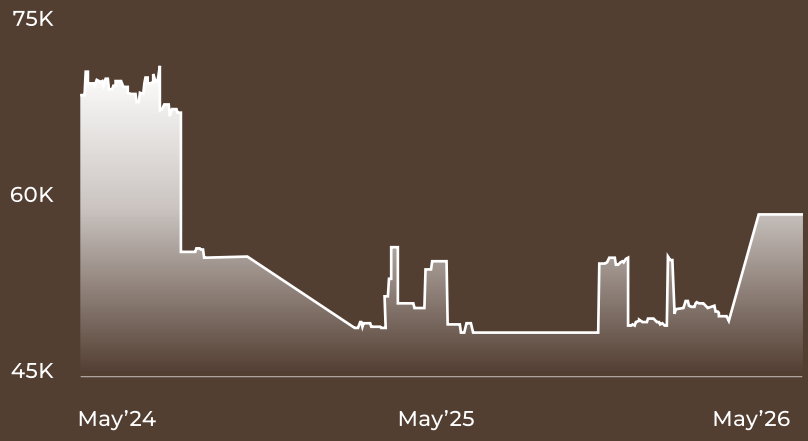
$58,738

The original Lange 1 with the closed caseback is one of the most important objects in modern watchmaking history. When Walter Lange relaunched the brand in 1994, this reference was the statement an asymmetric dial layout, German silver movement, and handwerkskunst finishing that immediately established Lange as a legitimate rival to the greatest Swiss ateliers. The closed caseback version is the more collectible of the early examples, its sealed back reflecting a design philosophy the brand later moved away from. At around $35,000, it's a historically significant Lange at a price that still makes sense. Values dipped slightly over the past two years but have been steady for the past twelve months and are beginning to show upward movement at auction. Lange as a brand is heating up across the board, and attention naturally gravitates toward the originals. This is the foundation piece.

A. Lange & Söhne Lagne 1
101.001 | Yellow gold

Dealers
58,738 USD
-11,861 -16.8% past 2 years

Auction Market
35,068 USD
+11,607 +49.47% past 2 years



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Breguet Classique Perpetual Calendar Chronograph Ref. 3617



Auction price

$44,900

Total appreciation

-27.77% (-$7,688) all time

Most Recent Auction Sale

$20,000

Est. secondary market price

$91,393

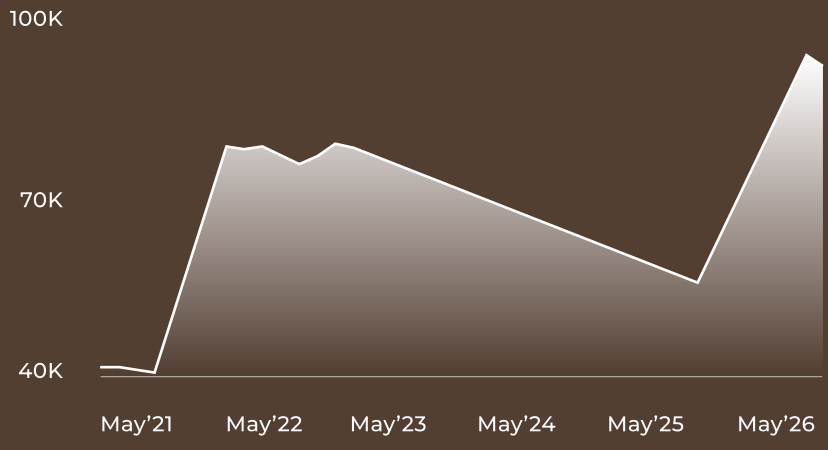
Breguet is having a moment anniversary momentum, a renewed lineup, and growing recognition at auction are all converging. The 3617 is where that momentum translates into collecting value. A high-complication Breguet in yellow gold, combining perpetual calendar and chronograph in a movement that shares its calibre with the celebrated Patek 3970 family that's an extraordinary technical pedigree for a watch currently trading between $40,000 and $50,000. That shared DNA with the 3970 is more than a footnote; it's a quality marker that serious collectors weigh heavily. The 3617 has appreciated steadily over several years and has stabilised recently, which in a rising brand context is typically the pause before the next move. For those building positions in Breguet before it fully runs, this is the complication reference to own. It delivers horological substance and brand momentum in the same case.

Breguet Classique
3617 | Yellow gold

Dealers

91,393 USD

+50,429 +123.11% ↑ past 5 years



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Audemars Piguet Royal Oak 5402ST



Auction price

$78,165

Total appreciation

+106.79% (+$40,365) in past 2 years

Most Recent Auction Sale

$62,092

Est. secondary market price

$77,550

The 5402ST is where it all started the original Jumbo Royal Oak, designed by Gérald Genta in 1972, the watch that invented the luxury sports watch category. Owning one is owning a piece of horological history, and the market is beginning to price it accordingly. A-series pieces (the first 1,000 made) trade around $90,000–$100,000. B and C series offer the same historical weight at $50,000–$60,000, with D series accessible around $40,000 remarkable value for the foundational reference of a category that now generates billions in annual revenue. Prices are gaining traction and appreciating, and the anticipated AP CPO programme will amplify that trend by directing collector attention toward early references with provenance. The logic here is simple: the most historically important Royal Oak is trading near the level of a modern standard Royal Oak. That discount will not persist.

Audemars Piguet Royal Oak
5402ST | Stainless steel

Dealers

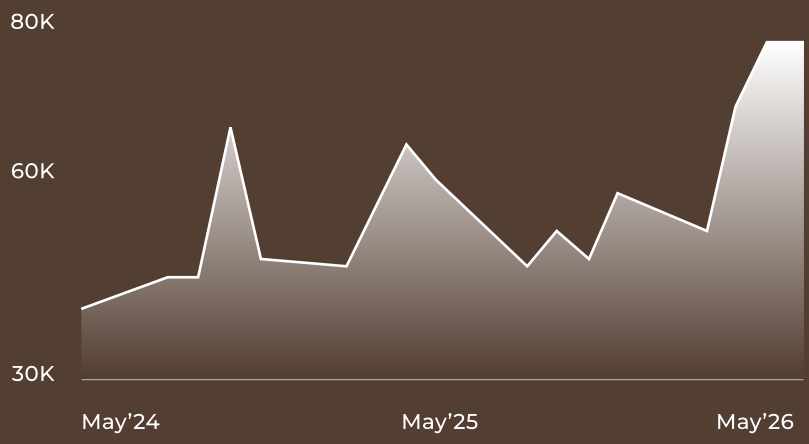
77,550 USD

-19,250 -19.89% ↓ past 2 years

Auction Market

78,165 USD

+40,365 +106.79% ↑ past 2 years



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Patek Philippe Nautilus 5711/1A "Piano Dial"



Auction price

$121,578

Total appreciation

+2.38% (+$2,828) in past 5 years

Most Recent Auction Sale

$154,256

Est. secondary market price

$124,775

The 5711 with the white/silver dial and black applied indices the so-called "piano dial" is the 5711 variant that collectors are increasingly calling the one to own. Where the iconic blue dial brought the Nautilus its cultural moment, the white dial offers something different: a cleaner, more versatile aesthetic that wears differently across contexts and is now being reappraised on its own terms. Up approximately 30–35% over the past two years, it has been outperforming the blue dial and shows no signs of slowing. With the Nautilus anniversary generating sustained attention on the family as a whole, the white dial stands to benefit from both its own appreciation trajectory and the broader halo effect. For collectors who missed the blue dial run and are looking for the next move within the 5711 family, the piano dial is that entry point and the moment to act.

Patek Philippe Nautilus
5711/1A-011 | Stainless steel

Dealers

124,775 USD

-10,225 -7.28% past 5 years

Auction Market

121,578 USD

+2,828 +2.38% past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Cartier Santos-Dumont WGSA0098



Auction price
$16,935

Most Recent Auction Sale
$15,241

Est. secondary market price
$17,925

Cartier's Santos-Dumont in rose gold with a turquoise lacquer dial is the kind of piece that rewards patience. It launched in late 2024 and spent much of 2025 declining typical post-launch normalisation for a distinctive Cartier that polarises initial opinion. What's changed in 2026 is that prices have stabilised in the $15,000–$16,000 range, with the cheapest examples available around $12,500. The floor is in. The case is the classic Santos-Dumont: elongated, ultra-thin, architecturally refined in a way that most modern dress watches can't approach. The turquoise dial gives it an identity that sets it entirely apart from standard references in the Cartier range. Cartier's secondary market has been one of the steadiest performers of the past three years, and this specific reference now offers a compelling asymmetry: downside appears limited, while the upside for a distinctive rose gold Cartier in the right colour is real.

Cartier Santos Dumont
WGSA0098 | Rose gold

Dealers
17,925 USD
-3,944 -18.03% past 5 years

Auction Market
16,935 USD
0% change is past 5 years



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IWC Grande Complication IW3770



Auction price

$54,574

Total appreciation

-38.11% (-$33,610) in past 5 years

Most Recent Auction Sale

$54,574

Est. secondary market price

$150,000

The IWC Grand Complication is peak IWC a perpetual calendar, chronograph, and minute repeater combined in a single movement at a price point that is, frankly, difficult to explain rationally. At $50,000 at auction, you are acquiring three of the most demanding complications in watchmaking from one of the industry's great movement manufacturers. Yes, the case is large and the profile is thick this is a watch of its era, unapologetically so. But for the collector who values horological density over wrist presence, there is nothing remotely close to this level of complication at this price from a manufacture of this standing. Values have held steady for two years around $50,000, which is both the floor and the signal: the market has absorbed whatever softness existed. The Grand Complication is an undervalued icon waiting for the right generation of collectors to find it.

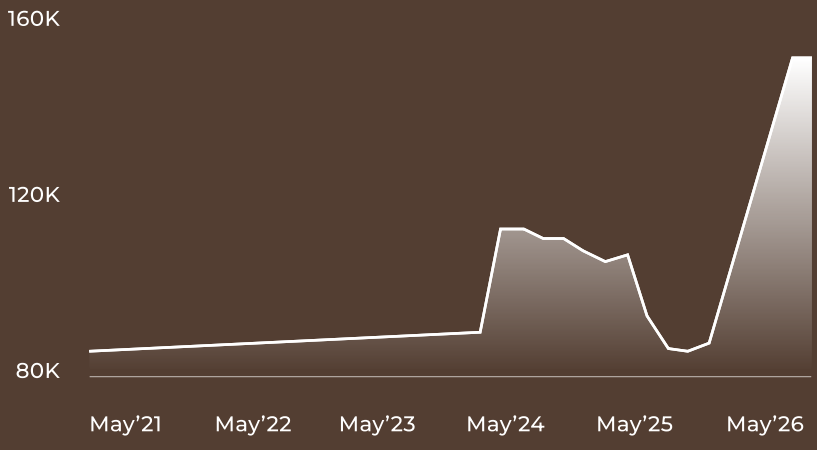
IWC Grande Complication
IW3770 | Platinum

Dealers
150,000 USD

+65,426 +3.35% ↑ past 5 years

Auction Market
54,575 USD

-33,610 -38.11% ↓ past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Audemars Piguet Jules Audemars 25750BA Sonnerie



Auction price

$88,900

Total appreciation

+17.59% (+$13,300) in past 5 years

Most Recent Auction Sale

$88,900

Est. secondary market price

$85,048

Before the Royal Oak defined AP's identity, the brand built its reputation on watches like this: a grand sonnerie and minute repeater in a slim, classical case with an extraordinary enamel dial, activated by a button rather than a slide a technical and aesthetic choice that makes it entirely singular. The 25750BA is peak AP for collectors who look beyond the integrated bracelet sports watch era, and at $85,000–$90,000 it is extraordinary value for the level of complication, finishing, and rarity. Values have been consistent, while the broader Jules Audemars line has appreciated over the past year a sign that collector attention is expanding across AP's classical catalogue. The expected CPO programme from AP will accelerate that attention. This is the kind of rare, thin, highly complicated AP that serious collectors quietly accumulate before the wider market catches on.

Audemars Piguet Jules Audemars

25750BA | Yellow gold

Dealers

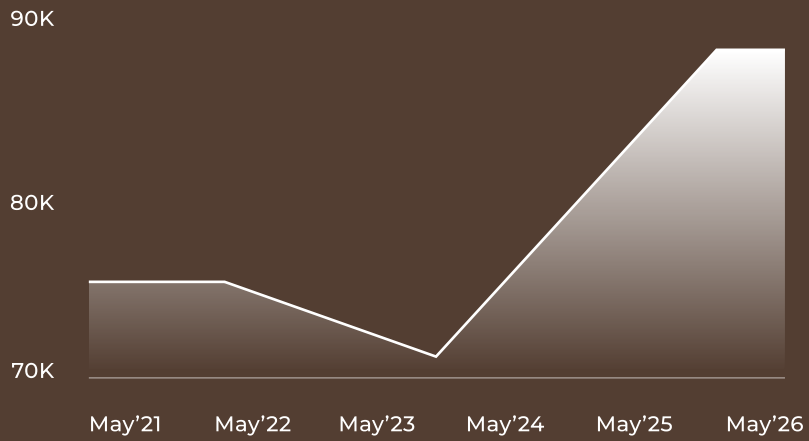
85,048 USD

-4,902 -5.45% past 5 years

Auction Market

88,900 USD

+13,300 +17.59% past 5 years



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Richard Mille RM002



Auction price

$228,739

Total appreciation

0% change in past 5 years

Most Recent Auction Sale

$228,739

Est. secondary market price

$265,000

The RM002 represents Richard Mille at its most honest: a genuine horological statement before the brand's identity became inseparable from its marketing. At 38mm, it's the RM that actually makes sense on the wrist none of the oversized visual aggression that characterises most of the catalogue. It carries the full RM signature: tourbillon, power reserve indicator, torque indication, semi-skeletonised architecture, carbon fibre structural elements. Production on early references was meaningfully lower than modern pieces, which matters as the brand's secondary market matures and collectors begin distinguishing between eras. At $240,000–$250,000, it trades at a level that looks compelling relative to later RMs with higher production and lesser provenance. The RM market is built on scarcity and spectacle and the early references are where both of those forces are most authentically concentrated. **That trajectory has a recent data point behind it. A titanium RM002 sold at Sotheby's Hong Kong in April 2026 for $343,109, beating its pre-sale estimate by 34%. That result sits significantly above the current estimated market range for the standard reference and signals where collector appetite for early RM is heading.**

Richard Mille RM 003

RM002 | Rose gold

Dealers

265,000 USD

0% change in past 5 years

Auction Market

228,739 USD

0% change in past 5 years



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Cartier Tank Cintrée WGTA0025



Auction price
$22,689

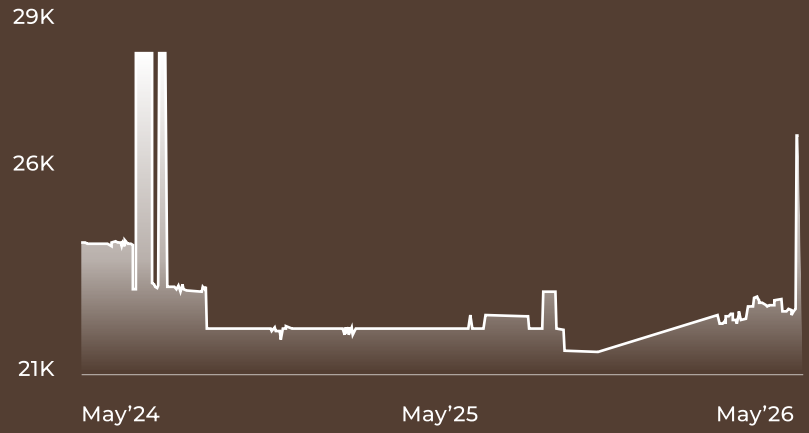
Total appreciation
+5.78% (+$1,239) in past 2 years

Most Recent Auction Sale
$22,689

Est. secondary market price
$26,500

The Tank Cintrée in rose gold with a dark grey dial is a study in what happens when a divisive detail suppresses the price of an otherwise iconic object. The dial layouts lightly less conventional than the most classic Cartier presentations has kept some collectors at bay, which means this particular reference trades in the high teens to $22,000 range: an accessible entry into one of the most architecturally distinctive cases in watchmaking history. The Cintrée's elongated, curved form is irreplaceable nothing else in the Cartier range delivers the same wrist presence. Values have been slightly soft over time but stable for two years, and Cartier's broader secondary market trajectory provides a clear floor. For collectors building positions in important Cartier references at below-market entry points, the dark dial Cintrée is the one overlooked piece in an otherwise well-appreciated lineup.

Cartier Tank Must
WGTA0025 | Rose gold
Dealers
26,500 USD
+2,500 +10.42% ↑ past 2 years
Auction Market
22,689 USD
+1,239 +5.78% ↑ past 2 years



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Patek Philippe Perpetual Calendar Chronograph 5970J-001



Auction price

$243,156

Total appreciation

+26.95% (+$51,618) in past 5 years

Most Recent Auction Sale

$165,100

Est. secondary market price

$242,050

The 5970 in yellow gold is, by broad collector consensus, one of the most complete modern Patek Philippe references ever made. A perpetual calendar chronograph in a 40mm case with ideal proportions, a strong movement, and a dial layout that balances information density with elegance everything is right. At approximately $220,000, with strong examples trading in the $200,000–$250,000 range, it sits at levels that have been steady for some time. That stability is not stagnation; it's the foundation for long-term appreciation from a reference with no meaningful weaknesses. The 5970J is more broadly loved than the 5270 and more consistently desirable than many of the brand's other perpetual calendar chronograph references. The yellow gold variant carries its own character warmer, more classical, and increasingly preferred by collectors building balanced portfolios. This is a core holding at a fair price.

Patek Philippe Perpetual Calendar Chronograph

5980/1AR-001 | Yellow gold

Dealers

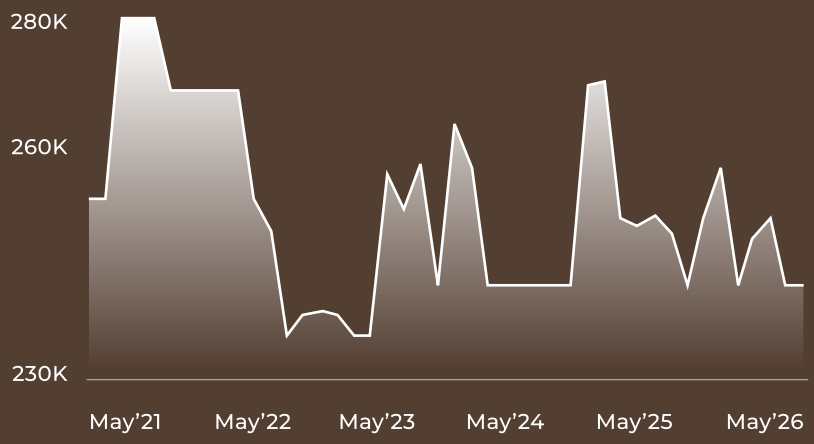
242,050 USD

-12,481 -4.9% past 5 years

Auction Market

243,156 USD

+51,618 +26.95% past 5 years



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Patek Philippe Calatrava 5196P-001



Auction price

$45,375

Total appreciation

+64.45% (+$17,783) in past 5 years

Most Recent Auction Sale

$32,155

Est. secondary market price

$37,875

The 5196P in platinum is how Patek distils everything it knows about dress watchmaking into a single, restrained object. Breguet numerals, a two-tone dial, a case thin enough to disappear under a cuff, and the kind of finishing that rewards close inspection rather than announcing itself from across a room. From around $30,000, it sits at a remarkable price for a platinum Calatrava from the current production catalogue with this much going for it. The vintage references that inspired it certain Calatravas from the 1940s and 1950s trade for multiples of this level, creating a clear upward reference point as collectors increasingly connect modern pieces with their historical precedents. Values have been steady with slight appreciation over two years. The 5196P is the kind of watch that long-tenure collectors always own, and its current price reflects an opportunity that patient buyers should not overlook.

Patek Philippe Calatrava
5196P-001 | Platinum

Dealers

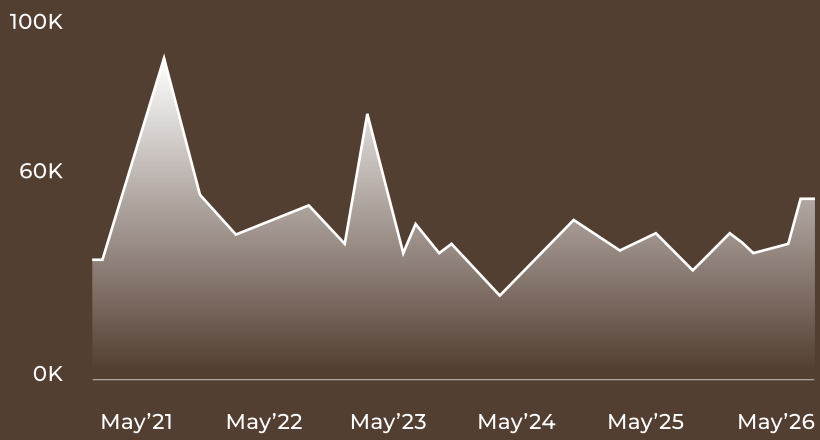
37,875 USD

-1,925 -4.84% ↓ past 5 years

Auction Market

45,375 USD

+17,783 +64.45% ↑ past 5 years



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Bulgari Octo Finissimo Sejima Ref. 103710



Auction price

$10,362

Total appreciation

0% change in past 2 years

Most Recent Auction Sale

$10,362

Est. secondary market price

$11,167

The Octo Finissimo Sejima is being mispriced by the market, and significantly so. This is a limited-edition collaboration between Bulgari and architect Kazuyo Sejima a conceptually coherent, visually extraordinary piece built around a mirror-like dial concept with packaging that is itself a collector object. Yet it's trading around $10,000, essentially at parity with a standard steel Octo Finissimo. The market is treating a special edition as if it were a production reference, which creates the opportunity. Bulgari's secondary market has been quietly gaining strength, and the Octo Finissimo family has proven that design-forward ultra-thin watches have a serious collecting constituency. The Sejima edition offers something the standard piece cannot: a limited production run, a specific artistic narrative, and distinctive presentation. At $10,000, it is not a question of whether this is attractively priced it clearly is. Find one complete with its special box.

BVLGARI Octo

103710| Stainless steel

Dealers

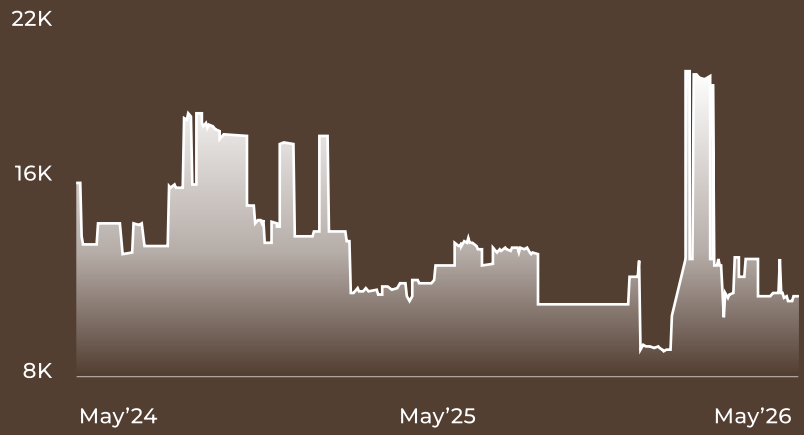
11,167 USD

-4,708 -29.66% past 2 years

Auction Market

10,362 USD

0% change in past 2 years



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FP Journe Centigraphe Souverain CT



Auction price

$355,600

Total appreciation

+72.38% (+$149,309) in past 5 years

Most Recent Auction Sale

$355,600

Est. secondary market price

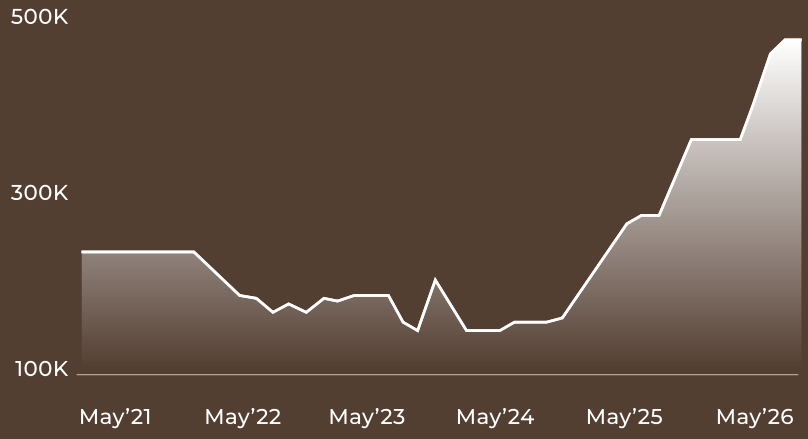
$487,995

FP Journe is making all-time highs across the board, and the Centigraphe Souverain in titanium remains one of the most compelling relative values in the entire catalogue. Discontinued, mechanically unique its centisecond complication is found nowhere else in fine watchmaking and carrying the full weight of Journe's atelier pedigree, it checks every box for serious collectors. A recent sale registered around $285,000, with estimated current value approaching $400,000 as the broader Journe market continues to reprice. For a discontinued Journe with a complication of this originality, that trajectory is entirely rational. The Centigraphe doesn't have the name recognition of the Tourbillon or the Chronometre Souverain, which is precisely why it still offers value. Collectors who move on it before broader market discovery completes will have acquired one of the great independent watchmaking pieces at a price that will look conservative in retrospect.

FP Journe Centigraphe Souverain
CT | Rose gold

Dealers
487,995 USD
+249,395 +104.52% ↑ past 5 years

Auction Market
355,600 USD
+149,309 +72.38% ↑ past 5 years



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A. Lange & Söhne Datograph Flyback "Dufourgraph" Ref. 403.031



Auction price

$65,000

Total appreciation

+48.57% (+$21,250) in past 2 years

Most Recent Auction Sale

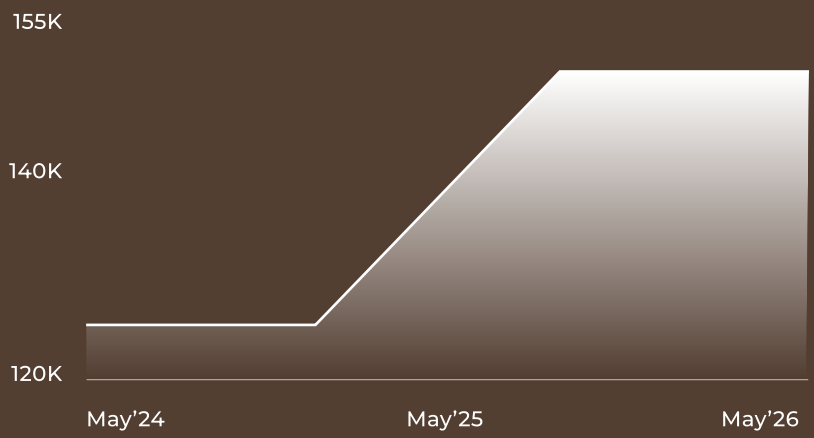
$65,000

Est. secondary market price

$150,660

The Datograph Flyback in rose gold with a black dial and Philippe Dufour association is one of the most quietly coveted pieces in the Lange catalogue. Limited production, exceptional pedigree, and the connection to Dufour widely regarded as the greatest living watchmaker give it a layer of provenance that no standard Datograph reference carries. Auction results have been volatile but directionally clear: one sale at $90,000, another at $175,000, with dealers asking around $145,000. That spread reflects a market still in the process of repricing, and the direction is unambiguous. Lange is heating up as a brand, and when attention concentrates on the catalogue, it gravitates toward the rarest and most historically significant pieces first. The "Dufourgraph" is exactly that a Datograph that is also something more. Current levels represent a genuine opportunity ahead of the next revaluation moment.

A. Lange & Söhne
DATOGRAPH FLYBACK
403.031 | Rose gold
Dealers
150,660 USD
+26,940 +21.77% ↑ past 2 years



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Cartier Tortue Monopoussoir Chronograph Ref. 2396



Auction price

$81,026

Total appreciation

+92.91% (+$38,866) in past 2 years

Most Recent Auction Sale

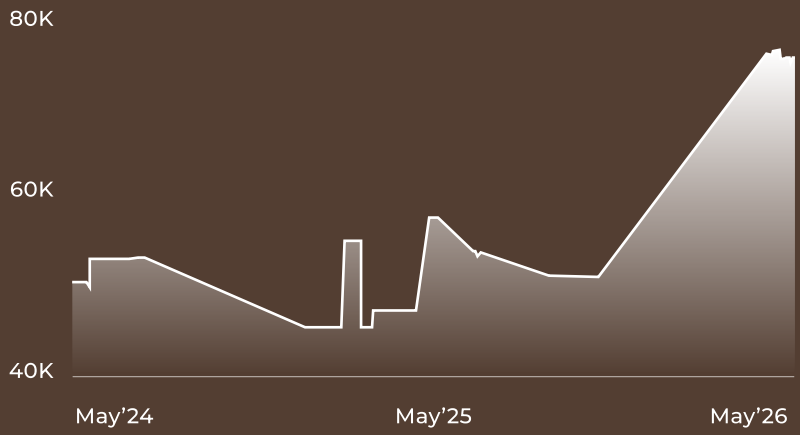
$65,895

Est. secondary market price

$76,357

The Cartier Tortue Monopoussoir is one of the great CPCP references a single-pusher chronograph in a case that is perfectly Cartier, animated by a movement with an extraordinary pedigree. François-Paul Journe, Vianney Halter, and Denis Flageollet were involved in the development of CPCP movements, which means the watchmaking content here is not merely decorative Cartier; it is among the most intellectually serious work produced under any luxury house name in the 1990s and 2000s. At around $50,000, the Tortue Monopoussoir is exceptional value for a piece of this rarity, complication, and provenance. Collector interest in CPCP Cartier has been rising steadily, and prices on the most important references are following. The monopoussoir is central to what made CPCP special a complication that demands both technical mastery and restraint. This is a long-term holding at a price that will not persist.

Cartier Tortue
2396 | White gold
Dealers
76,357 USD
+26,825 +54.16% ↑ past 2 years
Auction Market
81,026 USD
+38,866 +92.91% ↑ past 2 years



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Patek Philippe Minute Repeater Perpetual Calendar 3974J-001



Auction price

$881,789

Total appreciation

+55.52% (+$314,789) in past 5 years

Most Recent Auction Sale

$881,789

Est. secondary market price

$1,159,351

The 3974 is one of the most important Patek Philippe references ever produced a minute repeater perpetual calendar in the 36mm Hagmann case, occupying the same architectural language as the legendary 3970 while adding the repeater complication. From approximately $400,000 in 2021 to nearly $900,000 by late 2025, its appreciation trajectory tells you everything you need to know about how the market values this level of complexity and provenance from Patek. At $800,000–$880,000 today, it remains firmly investment-grade. The 3974 surfaces at auction rarely, and when it does, the results confirm a floor that keeps moving higher. For collectors operating at the highest level of the market, the 3974 represents the kind of generational holding that combines horological significance, brand prestige, and sustained appreciation in a single, irreplaceable object.

Patek Philippe Minute Repeater Perpetual Calendar

3974J-001 | Yellow gold

Dealers

1,159,351 USD

0% change in past 5 years

Auction Market

881,789 USD

+314,789 +55.52% ↑ past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Patek Philippe Minute Repeater Perpetual Calendar 5074R-001



Auction price

$653,783

Total appreciation

+23.48% (+$124,331) in past 5 years

Most Recent Auction Sale

$653,783

Est. secondary market price

$699,270

The 5074R occupies a unique position in the modern Patek Philippe hierarchy: a 42mm minute repeater perpetual calendar in rose gold, drawing on the design language of the 5070 family while carrying the highest level of complication the manufacture produces. It is a large watch for Patek, which is precisely what makes it both unusual and important a format that exists nowhere else in the catalogue and was produced in limited numbers. From approximately $500,000 in 2021 to nearly $700,000 by late 2025, its appreciation is steady and structural. At $685,000 today, collectors are acquiring one of the rarest and most compelling modern Patek complications at a price that has already proven its resilience through a broader market correction. The 5074R benefits from the same forces driving all top-tier Patek repeaters upward: absolute scarcity, proven demand, and a collector base that grows more sophisticated every year.

Patek Philippe Minute Repeater Perpetual Calendar

5074R-001 | Rose gold

Dealers

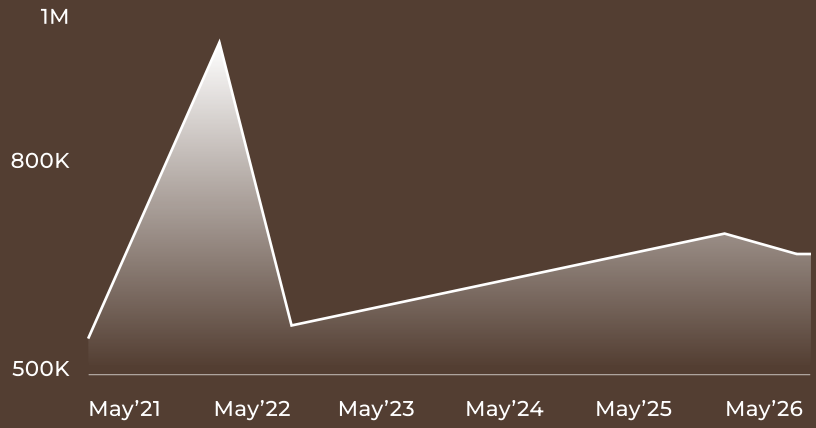
699,270 USD

-271,980 -28% past 5 years

Auction Market

653,783 USD

+124,331 +23.48% past 5 years



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Patek Philippe Nautilus 3700 Yellow Gold



Auction price

$178,259

Total appreciation

-4.3% (-$8,002) in past 5 years

Most Recent Auction Sale

$173,471

Est. secondary market price

$237,508

The 3700 is the original Nautilus the first version, produced in the mid-1970s, the proof of concept for everything the family became. In yellow gold, it is also among the rarest metal configurations, with production numbers that make modern precious metal Nautiluses look abundant by comparison. At approximately $200,000, it has moved up from $180,000 on recent auction data amid building Nautilus anniversary attention and now appears to be stabilising at a new level. The comparison to a modern rose-gold 5711 which trades at similar or higher levels for a watch produced in far greater quantities makes the 3700's historical importance all the more apparent. For collectors who want the deepest Nautilus story available, this is it: the original form, the rarest material, and a price that still represents a historically informed entry into one of watchmaking's most consequential references.

Patek Philippe Nautilus

3700/1 | Yellow gold

Dealers

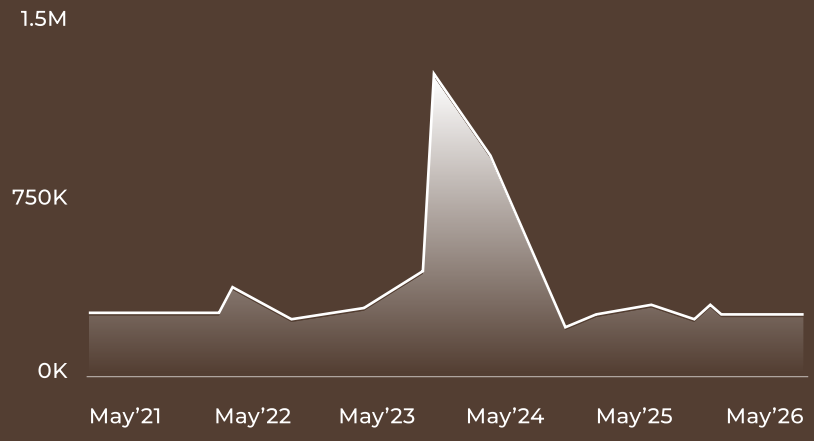
237,508 USD

-12,487 -4.99% past 5 years

Auction Market

178,259 USD

-8,002 -4.3% past 5 years



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Patek Philippe Nautilus 3800 Stainless Steel



Auction price

$51,987

Total appreciation

-7.66% (-$4,314) in past 5 years

Most Recent Auction Sale

$51,987

Est. secondary market price

$80,528

The 3800 is the most accessible entry point into vintage steel Nautilus ownership, and at approximately $65,000 it is delivering exactly what the market demands: a compact 37mm Nautilus with genuine family provenance at a price that makes sense for collectors who missed the 5711 run. From roughly $50,000 two years ago to $65,000 today, the 3800 has quietly appreciated 30% not with the drama of the 5711 blue dial, but with the consistency of a reference that has a clear collecting rationale and a growing audience. The size is a strength: at 37mm, this is a watch that wears better than many of its Nautilus siblings and appeals to collectors across generations. As anniversary attention continues to wash across the entire family, the 3800 benefits from the rising tide while still sitting at a fraction of the cost of more prominent references.

Patek Philippe Nautilus
3800 | Stainless Steel

Dealers

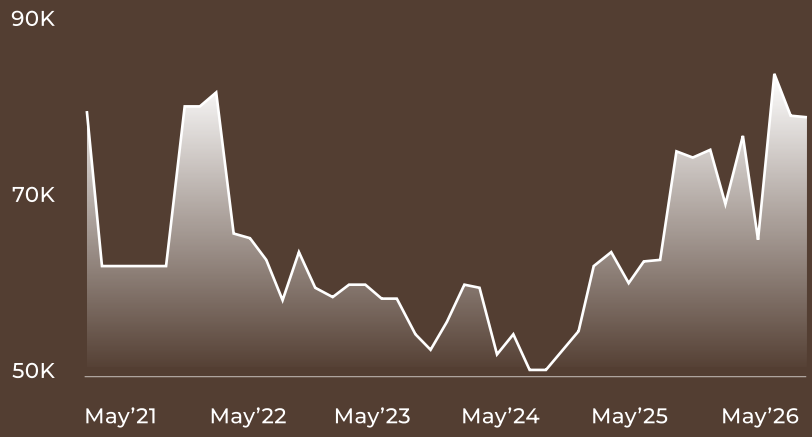
80,528 USD

-959 -1.18% ↓ past 5 years

Auction Market

51,987 USD

-4,314 -7.66% ↓ past 5 years



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Patek Philippe Perpetual Calendar 5550P Advanced Research



Auction price

$171,046

Total appreciation

+30.25% (+$39,724) in past 2 years

Most Recent Auction Sale

$138,192

Est. secondary market price

$175,000

The 5550P Advanced Research is the collector's 3940 and then some. A limited-production Advanced Research piece, it applies the same platinum-cased perpetual calendar format as the standard 3940 but adds technical innovations and a distinctive, immediately recognisable dial that marks it as something apart. At approximately $140,000, it is attractively priced relative to first-series 3940 examples, which now command significant premiums based almost entirely on their status as originals. The 5550P offers more specialness more technical ambition, rarer production, a more differentiated visual identity at a price that the market has not yet fully recalibrated to reflect that difference. As the 3940 continues to appreciate and collector literacy around Advanced Research pieces grows, the gap will close. Buying a limited-production Patek perpetual calendar with advanced technical content before that recognition arrives is a collector's definition of correct timing.

Patek Philippe Perpetual Calendar

5550P | Platinum

Dealers

175,000 USD

+5,100 +3% ↑ past 2 years

Auction Market

171,046 USD

+39,724 +30.25% ↑ past 2 years



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Rolex Daytona Paul Newman Ref. 6264



Auction price

$408,614

Total appreciation

+55.21% (+$145,342) in past 5 years

Most Recent Auction Sale

$323,217

Est. secondary market price

$430,720

The 6264 is the Paul Newman Daytona that delivers the full collecting experience at a more considered price than the 6263. White dial, black subdials, black bezel a configuration that is quintessential Paul Newman in both colour and spirit, offering the complete aesthetic identity of the reference in a format that remains just below the peak of the market. At approximately $320,000, the 6264 represents remarkable value relative to the most expensive Paul Newman Daytonas while sharing fundamentally the same visual character and cultural weight. The Paul Newman name will never not matter in watch collecting, and the secondary market for these references has proven its resilience across multiple market cycles. The 6264 is for the collector who wants the Paul Newman story told correctly with the right dial, the right bezel, and the right level of entry without paying for the single most celebrated example in the family.

Rolex Daytona Paul Newman

6264/ 6239 | Stainless steel

Dealers

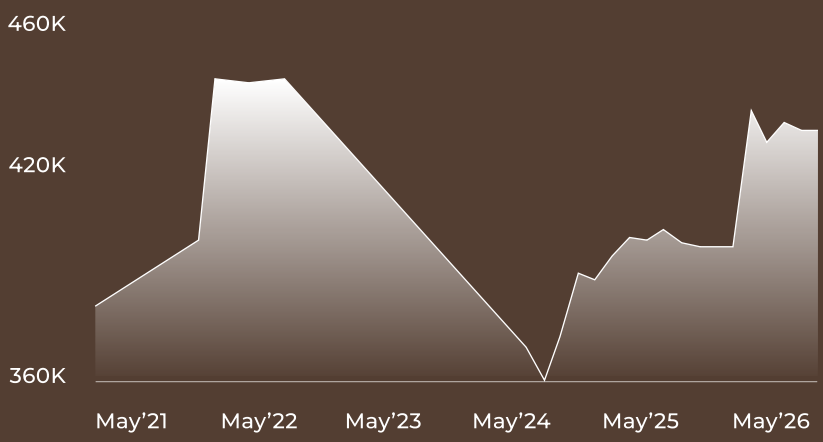
430,720 USD

+49,656 +13.03% ↑ past 5 years

Auction Market

408,614 USD

+145,342 +55.21% ↑ past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Patek Philippe Nautilus Perpetual Calendar 5740/1G-001



Auction price

$243,080

Total appreciation

+19.16% (+$39,080) in past 2 years

Most Recent Auction Sale

$228,824

Est. secondary market price

$256,310

The 5740 in white gold is, by most accounts, the definitive modern Nautilus: the best complication, the most refined execution, the most subtle expression of what the family can be. A perpetual calendar at 5711 proportions in white gold with a clean, understated dial it offers everything a serious collector wants from the Nautilus format without the visual noise that sometimes accompanies more complicated dials. At approximately $205,000 to $215,000 based on recent auction medians, it is attractively priced compared to precious-metal time-only 5711 references that deliver far less complication. The Nautilus anniversary is creating a sustained moment of attention across the entire family, and the 5740 as the pinnacle of what the family offers stands to benefit disproportionately. For collectors who believe the Nautilus story still has chapters to run, this is the reference to hold through the anniversary and beyond.

Patek Philippe Nautilus

5740/1G-001 | White Gold

Dealers

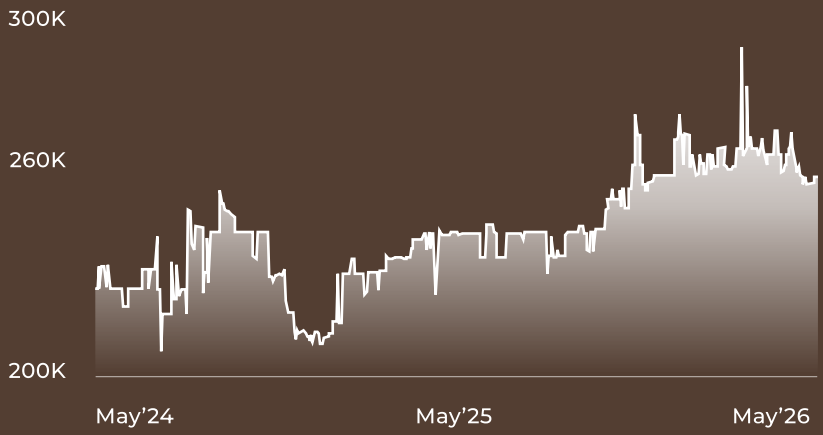
256,310 USD

+32,811 +14.68% past 2 years

Auction Market

243,080 USD

+39,080 +19.16% past 2 years



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A. Lange & Söhne Zeitwerk Minute Repeater Ref. 145.029



Auction price

$81,559

Total appreciation

-24.45% (-$26,391) in past 5 years

Most Recent Auction Sale

$81,560

Est. secondary market price

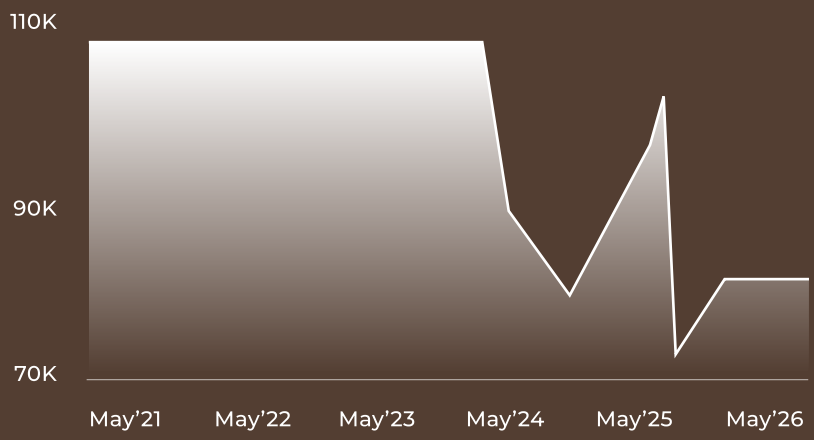
$122,337

The Zeitwerk Minute Repeater is Lange's most conceptually audacious achievement: a digital jumping-hours display combined with a minute repeater complication that chimes the time as displayed accounting for the jumping mechanism in a way that required years of development and a movement architecture without precedent. This is peak Lange collectibility. The reference trades around $90,000 currently, with recent auctions ranging $73,000–$100,000, and has been on a positive trend over the past six months with particular momentum in the past two months. Lange as a brand is heating up across the board, and attention is naturally gravitating toward the rarest, most technically ambitious references first. The Zeitwerk Minute Repeater sits at the top of that hierarchy. At current levels, this is one of the most asymmetric opportunities on this entire list: a watch of extraordinary rarity and technical significance, still accessible before the full repricing completes.

A. Lange & Söhne Zeitwerk
145.029 | White Gold

Dealers
122,337 USD
-16,663 -11.99% ↓ past 5 years

Auction Market
81,559 USD
-26,391 -24.45% ↓ past 5 years



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Patek Philippe Split-Seconds Chronograph 5004J



Auction price

$406,400

Total appreciation

+160.66% (+$250,488) in past 5 years

Most Recent Auction Sale

$406,400

Est. secondary market price

$406,400

The 5004J is one of the great Patek references, and one of the most undervalued given its position in the hierarchy. A perpetual calendar with split-seconds chronograph in yellow gold the first production of this specific complication from Patek should be trading closer to the minute repeater perpetual calendar level, yet it currently sits around $385,000 while the 3970 first series commands significantly higher premiums. That divergence is a market inefficiency. The 5004J is an evolution and elevation of the 3970 with an additional complication, and its recent trajectory approximately 70% appreciation over the past few years, heavily weighted to the last twelve months suggests the market is beginning to rerate it. The correction from $260,000 auction floors to $400,000 recent results is directional and accelerating. Collectors who understand the Patek perpetual calendar chronograph family recognise this as the most important underpriced reference in it.

Patek Philippe Split-Seconds Chronograph

5004J | Yellow Gold

Dealers

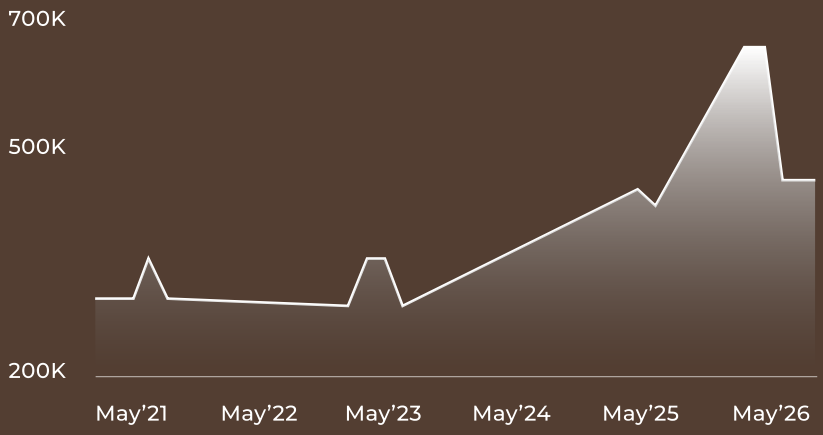
599,000 USD

+309,000 +160.55% past 5 years

Auction Market

406,400 USD

+250,488 +160.66% past 5 years



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Patek Philippe Nautilus 3712/1A-001



Auction price

$141,930

Total appreciation

+25.55% (+$28,887) in past 5 years

Most Recent Auction Sale

$114,308

Est. secondary market price

$158,737

The 3712 is the Nautilus that collectors who know the family want, and the one that the broader market has not yet properly discovered. Stainless steel, with a complications layout annual calendar and moon phase that makes it far more interesting to live with than a time-only 5711, yet currently trading around $140,000 on the cheapest available examples and $122,000–$150,000 at auction. The 5712, which looks nearly identical to the untrained eye and carries a similar complication package, trades just above $100,000. The 3712 is meaningfully rarer than the 5712, yet is priced only modestly above it. Values have been steady over two years while other Nautilus references ran ahead for the anniversary which means the 3712 hasn't moved yet. For collectors focused on rarity-to-price ratios within the Nautilus family, this is the reference with the most compelling case for near-term repricing.

Patek Philippe Nautilus

3712/1A-001 | Stainless steel

Dealers

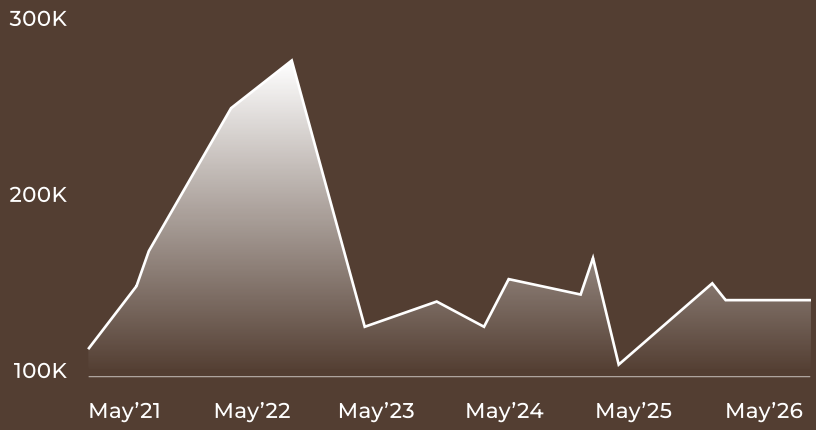
158,737 USD

-60,862 -27.72% past 5 years

Auction Market

141,930 USD

+28,887 +25.55% past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Greubel Forsey Double Tourbillon 30°



Auction price

$212,050

Est. secondary market price

Approximately $200,000

Greubel Forsey is gaining serious collector traction, and the Double Tourbillon 30° is the reference that anchors the brand's value proposition. Originally retailed at a significantly higher level, the standard version now trades around $200,000–$212,000 at auction — a price that provides extraordinary access to one of the most accomplished movement architectures in contemporary independent watchmaking. The 30° inclined double tourbillon is not a novelty; it is a genuine attempt to optimise tourbillon mechanics, executed at a level of finishing that rivals any manufacture in the world. At 43.5mm, it wears more comfortably than the case dimensions suggest. Independent brands are broadly heating up, and Greubel Forsey is one of the clearest beneficiaries as collectors who have completed their mainstream catalogue positions move into independents. The Double Tourbillon 30° is the entry point that makes sense right now.

Not enough sales volume during this period.



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Greubel Forsey Double Tourbillon 30° Semi skeletonized



Auction price

$244,942

Most Recent Auction Sale

$200,690

Est. secondary market price

Approximately $350,000 to $400,000

The semi-skeletonised Double Tourbillon 30° represents the next chapter of the same argument: more visual access to the movement, more finishing on display, and a production run that came later — meaning better-developed execution on an already extraordinary base. At 47.6mm the case is larger, but the ergonomics work in a way the dimensions alone don't suggest. The interesting market dynamic here is the gap: recent auction results of $200,000–$244,000 against market availability at $350,000–$400,000. That spread signals a market in the early stages of discovering this reference — auctions are finding the floor while market listings price for where this watch should be. Collectors who move at auction prices rather than market asking are acquiring a finished Greubel Forsey skeletonised double tourbillon at a level that the spread itself predicts will close. The run-up potential here is among the most visible on this list.

Not enough sales volume during this period.



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F.P. Journe Centigraphe Sport CTS



Auction price

$473,817

Total appreciation

+142.01% (+$278,034) in past 2 years

Most Recent Auction Sale

$1,144,120

Est. secondary market price

$529,950

The Centigraphe Sport in aluminium is the rarest and most extreme expression of FP Journe's sports watch chapter — a chapter that Journe has made clear will not be revisited. Aluminium, notoriously difficult to work and prone to corrosion, has resulted in a collection where many examples are damaged and difficult to restore, making pristine examples genuinely scarce. The market recognised this: up approximately 100% over the past year, with a recent example trading at $530,000 against a current market showing around $400,000. For a discontinued Journe in a material the brand will never use again, with a complication unique to the manufacturer, this is exactly the kind of scarcity and irreplaceability that defines long-term value in independent watchmaking. The CTS is not just an FP Journe — it is a specific, irreplaceable moment in the brand's history that the secondary market is still in the early stages of fully pricing.

FP Journe Octa Sport Centigraphe

CTS | Aluminium

Dealers

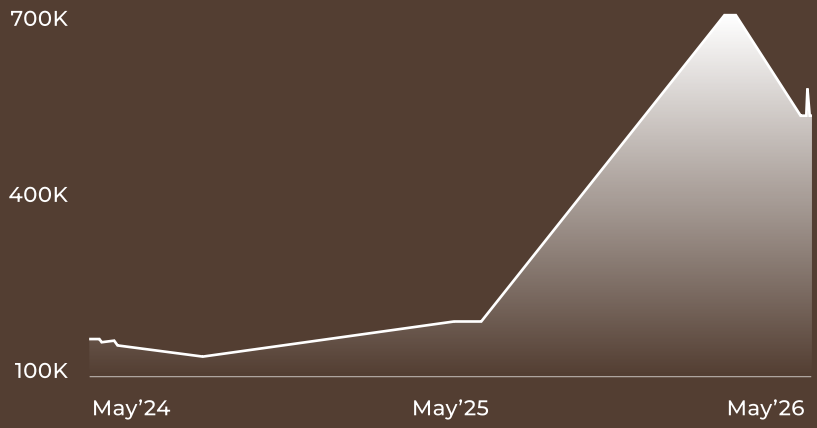
529,950 USD

+374,850 +241.68% ↑ past 2 years

Auction Market

473,817 USD

+278,034 +142.01% ↑ past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Patek Philippe Perpetual Calendar Chronograph 2499/100



Auction price

$1,144,120

Total appreciation

+102.86% (+$580,120) in past 2 years

Most Recent Auction Sale

$1,144,120

Est. secondary market price

$1,509,143

The 2499 fourth series — limited to 100 pieces in yellow gold — is one of the most important Patek references ever produced, and its current market trajectory confirms that the collector community agrees. Dealers are listing in the $1.1M–$1.6M range; auction medians are sitting at $1.65M, with a range from $570,000 to $2.4M. That 150% appreciation over the past two years reflects a market rereading the 2499's place in the Patek hierarchy with fresh eyes. The fourth series is rarer than the third series — a fact that should place it above the 1518 in the pecking order, and the market is moving in exactly that direction. The 2499/100 is investment-grade Patek at the highest tier of the modern auction market: a watch where provenance, rarity, and brand significance align perfectly, and where the appreciation story still has meaningful runway.

Patek Philippe Perpetual Calendar Chronograph

2499/100 | Yellow Gold

Dealers

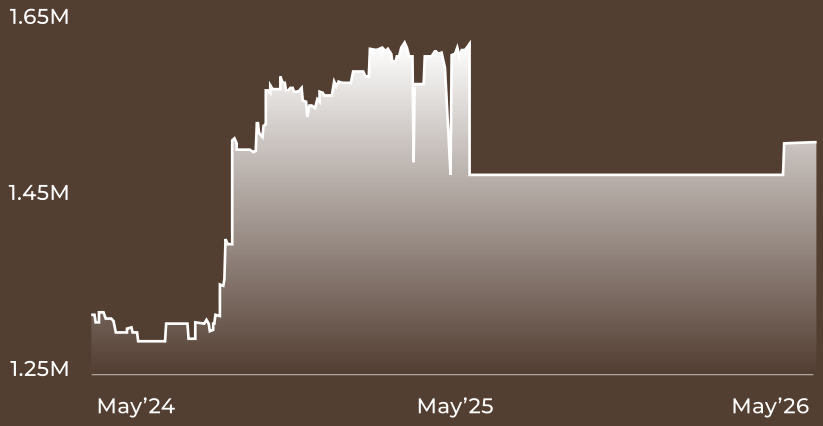
1,509,143 USD

+210,017 +16.17% ↑ past 2 years

Auction Market

1,144,120 USD

+580,120 +102.86% ↑ past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Daniel Roth Double Flyback Tourbillon Ref. 2187



Auction price

$260,991

Most Recent Auction Sale

$260,992

Est. secondary market price

Approximately $200,000 to $280,000

Daniel Roth is one of the great underappreciated chapters in late-twentieth-century watchmaking, and the 2187 is the piece that makes the case most powerfully. A double flyback tourbillon from the brand's iconic early-1990s period — distinctive case, exceptional mechanics, and the work of a maker who later collaborated at the highest levels of the industry. One year ago, examples were selling around $180,000. Recent auction results have reached $280,000, with a median now at $260,000 while dealer availability sits around $200,000. The brand is clearly heating up, and the 2187 — as the most ambitious reference in the catalogue — is leading that appreciation. For collectors building positions in emerging brand stories before they fully run, the Daniel Roth 2187 offers exactly the asymmetry that makes watch collecting compelling: significant upside with a foundation already in motion.

Not enough sales volume during this period.



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Philippe Dufour Simplicity



Auction price

$1,160,000

Est. secondary market price

Approximately $800,000

The Philippe Dufour Simplicity is the single most important object produced by the greatest living watchmaker, and the market is still in the process of pricing it accordingly. Auction results over the past year span $520,000 to $1.16M, with a median around $800,000 — a range that reflects genuine rarity of available examples and a collector base that has not yet fully converged on a consensus value. Under $1M, this remains one of the most compelling long-term holds in watchmaking. The Simplicity is not a complication — it is a perfection of the three-hand watch in every dimension: case, dial, movement finishing, and the philosophy behind it. No manufacturer produces finishing at this level. No watch at this price has the same collectibility ceiling. As Dufour's legacy is assessed over time, the Simplicity's place at the top of the independent watchmaking hierarchy will only become more defined.

Not enough sales volume during this period.



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A. Lange & Söhne Tourbillon Pour Le Mérite Ref. 701.001



Auction price

$195,743

Total appreciation

-0.56% (-$1,107) in past 2 years

Most Recent Auction Sale

$195,743

Est. secondary market price

$244,494

The Tourbillon Pour Le Mérite was Lange's statement to the world at the brand's 1994 relaunch: a fusee-and-chain transmission tourbillon that demonstrated, in the most unambiguous possible terms, that Glashütte had returned. From around $195,000 for a complete set to $254,000 at recent results, with dealer availability around $230,000 and 30%+ growth over two years, the 701.001 is performing exactly as expected of a first-edition Lange of this significance. All pieces from the relaunch era carry exceptional collectibility, but the Tourbillon Pour Le Mérite is the one that carries the brand's entire ambition in a single case. As Lange continues to heat up across the board and collectors deepen their engagement with the catalogue, the original tourbillon is invariably where the most serious attention lands. Full set, yellow gold, 1994 relaunch provenance — this is among the most important Lange references you can own.

A. Lange & Söhne Tourbillon

701.001 | Yellow Gold

Dealers

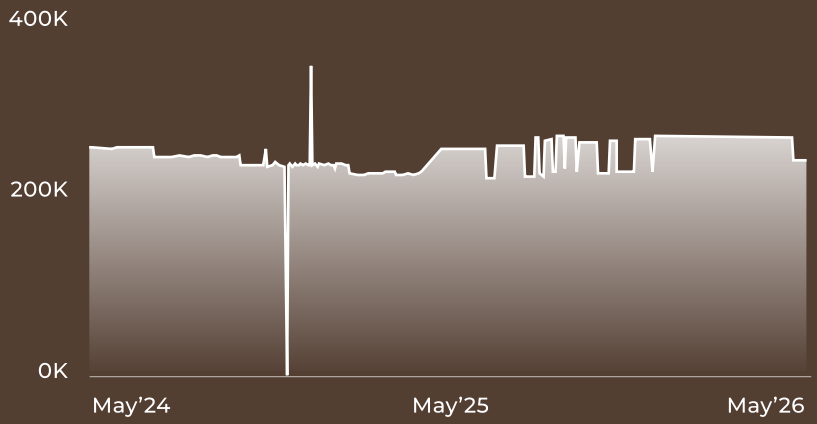
244,494 USD

-16,006 -6.14% ↓ past 2 years

Auction Market

195,743 USD

-1,107 -0.56% ↓ past 2 years



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Parmigiani Fleurier Ionica 8 Days PS000338



Auction price

$18,750

Est. secondary market price

Approximately $15,000 to $18,000

Vintage Parmigiani is one of the most significant undervalued stories in fine watchmaking right now, and the Ionica 8 Days in yellow gold with a black dial is the reference that makes the thesis most clearly. The finishing across case, dial, and movement is genuinely comparable to independent makers charging multiples of this price — a function of Michel Parmigiani's background as a restoration specialist for the Patek Philippe Museum, and his consequent obsession with traditional craft. At $15,000–$17,000 from dealers and approximately $18,000 at auction, the price is difficult to reconcile with the quality on offer. The market has already noticed: values have increased meaningfully in recent years, yet this is still early. Collectors who position in vintage Parmigiani now, before broader discovery fully materialises, are accessing finishing and craft at a price point that will look increasingly anomalous over the next three to five years.

Not enough sales volume during this period.



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Parmigiani Fleurier Toric PF000069



Est. Secondary market price

$26,709

Total appreciation

-31.58% (-$7,978) in past 2 years

The Toric is the watch that established Parmigiani's language — a case form the brand developed entirely in-house, with an architectural presence that is immediately recognisable and entirely its own. In white gold with a black dial at 40mm, the older Toric references deliver a level of case construction, dial quality, and finishing that the current market prices around $17,000. That number is, by any objective standard, too low. The newly revived Toric line at retail confirms that the brand and its audience recognise the case's significance; the vintage examples simply haven't caught up to that reappraisal yet. Values are creeping upward, with the rate of appreciation highly dependent on configuration — the right metal and dial combination outperforms significantly. The white gold/black dial Toric is the configuration to own: it wears the case at its most authoritative, and it is leading the repricing that the broader Toric market is beginning to follow.

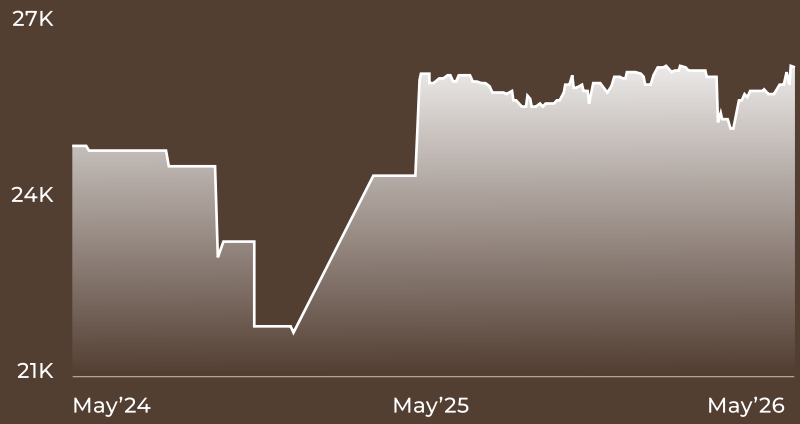
Parmigiani Fleurier Toric

PF000069 | White gold

Dealers

26,709 USD

+1,449 +5.74% ↑ past 2 years



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Parmigiani Fleurier Toric Classic Skeleton EF0001254SQ20



Auction price

$28,160

Most Recent Auction Sale

$28,160

Est. secondary market price

Approximately $28,000

The skeletonised Toric Classic is the rarest expression of Parmigiani's founding vision — and the piece that most clearly demonstrates why serious collectors are beginning to pay close attention. Skeletonisation at this level of refinement requires extraordinary craft: every bridge, plate, and gear must be finished to the same standard as a closed-dial movement, but with full visibility from both sides. The result is a movement that bears comparison to the best atelier work in Geneva. A recent auction result around $28,000 is the only data point the market currently has, which means this piece is largely undiscovered. One sale does not establish a floor — it establishes a starting point. Given the rarity, the finishing, and the growing momentum around vintage Parmigiani, the Toric Classic Skeleton is exactly the kind of reference that surfaces once, catches the right collector's eye, and then disappears for years. Move quickly.

Not enough sales volume during this period.



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Breguet Perpetual Calendar Retrograde Tourbillon Skeleton Ref. 3755BA



Auction price

$73,403

Most Recent Auction Sale

$73,403

Est. secondary market price

Approximately $73,400

The 3755BA compresses more horological ambition into a single case than almost any other Breguet reference: skeletonised movement, perpetual calendar, retrograde date display, tourbillon, and leap year indication — all in yellow gold. This is Breguet at maximum complexity, and it is currently one of the most supply-constrained pieces on this list: no current market listings, a single recent auction result around $73,400. When supply is this thin on a high-complication piece from a brand gaining sustained collector momentum, the next sale will set a new reference price — and that reference will be materially higher. The gold version is preferable to platinum here: it appears rarer and delivers stronger visual contrast throughout the skeletonised movement. Breguet's anniversary, renewed lineup, and growing auction recognition create the context; the 3755BA's scarcity creates the opportunity. This is for collectors who act on data before the market does.

Not enough sales volume during this period.



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Urban Jürgensen Reference 8 Military Limited Edition



Auction price
$24,084

Dealers price
$50,000

Total appreciation
+23.2% (+$4,535)

Most Recent Auction Sale
$24,084

Est. secondary market price
$50,000

Urban Jürgensen has been one of the quiet acceleration stories of the past two years, and the Reference 8 Military Limited Edition — produced in just 50 pieces — is the reference that most clearly separates serious buyers from casual observers. The unusual numerals, the steel case, the strong finishing, and the strictly limited production give it a distinct identity within the brand's catalogue. At approximately $50,000 on the current market, it sits at a level that reflects neither the quality of what it is nor the trajectory the brand is on. Urban Jürgensen values are appreciating strongly as the broader collector community discovers what connoisseurs have known for some time: this is a maker with deep historical roots and exceptional contemporary execution, offering something categorically different from mainstream Swiss independents. The Reference 8 Military is the most compelling entry point — limited enough to matter, priced early enough to reward conviction.

Urban Jürgensen Big 8
8 | Stainless steel
Dealers
50,000 USD
0% change in past 5 years
Auction Market
24,084 USD
+4,535 +23.2% ↑ past 5 years



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Urban Jürgensen Reference 2 Perpetual Calendar



Auction price

$82,550

Total appreciation

+50.71% (+$27,775) in past 2 years

Most Recent Auction Sale

$82,550

Est. secondary market price

$75,000

The Urban Jürgensen Reference 2 Perpetual Calendar is the brand's classical flagship complication — precious metal case, two-tone dial, and the refined finishing that Urban Jürgensen's best pieces consistently deliver. At approximately $70,000 from dealers, with auction results ranging $50,000–$80,000, it trades at a level that is beginning to reflect the brand's growing reputation without yet fully pricing in where that reputation is heading. Up approximately 32% over the past two years, with more recent sales clustering at the high end of the range, the direction is clear. The Reference 2 is the watch you own if you want to own Urban Jürgensen's best work in its most representative form: a perpetual calendar that places craft and character above spectacle. As the brand continues to attract collectors moving beyond the established independents, the Reference 2 Perpetual Calendar is the position that will compound alongside that story.

Urban Jürgensen Perpetual Calendar
2 | Yellow Gold

Dealers

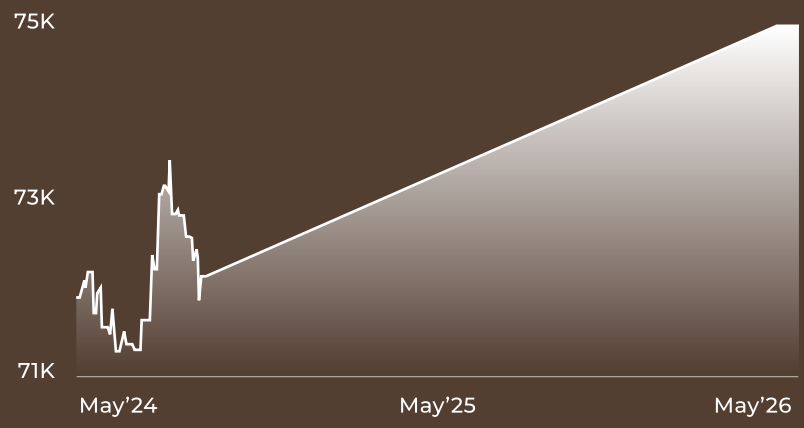
75,000 USD

+3,102 +4.31% ↑ past 2 years

Auction Market

82,550 USD

+27,775 +50.71% ↑ past 2 years



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Blancpain Split-Seconds Chronograph 1186-3427-55



Auction price

$13,000

Total appreciation

-24.51% (-$4,220) in past 2 years

Most Recent Auction Sale

$13,000

Est. secondary market price

$12,170

The case for the Blancpain split-seconds chronograph is almost embarrassingly simple: platinum case, split-seconds chronograph complication, classical styling, strong movement — currently trading between $13,000 and $17,000 at auction. The 34mm size is noted, but for a watch this mechanically accomplished in platinum with a rare complication, the value argument requires no defending. Platinum split-seconds chronographs from credible Swiss makers simply do not trade at these levels. Blancpain overall is appreciating, and the secondary market for the brand's classical complications is attracting increased attention from collectors who have worked through the more obvious Patek and AP references and are looking for the next chapter. The 1186 offers a compelling combination of genuine rarity, serious complication, and a price point that reflects neither the metal value nor the horological content within. For value-oriented collectors, this is one of the clearest picks on the list.

Blancpain Villeret

1186-3427-55 | Platinum

Dealers

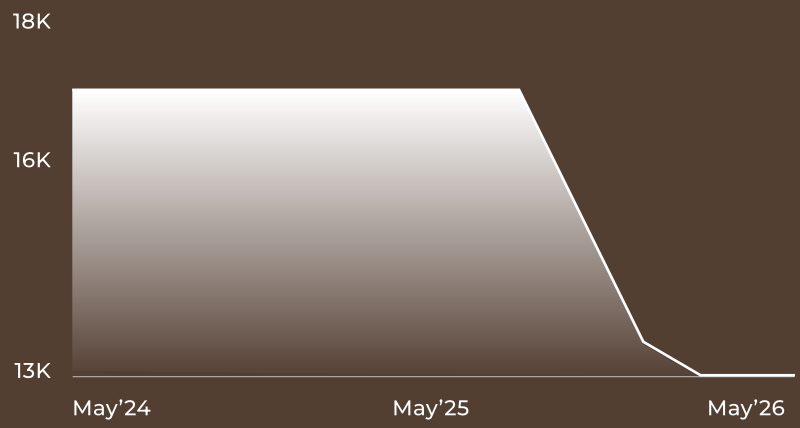
12,170 USD

-553 -4.35% past 2 years

Auction Market

13,000 USD

-4,220 -24.51% past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Rolex Daytona 116509 Meteorite Dial



Auction price

$45,375

Total appreciation

-5.23% (-$2,505) in past 2 years

Most Recent Auction Sale

$39,535

Est. secondary market price

$46,899

The 116509 Meteorite delivers one of the most genuinely spectacular dials in modern Rolex production — and does so at a significant discount to more recent meteorite-dial references. In white gold on a strap, examples are available around $37,500; on bracelet, closer to $48,000. The newer Oysterflex meteorite Daytonas trade materially higher while showing less meteorite surface area — an aesthetic and value inconsistency that the secondary market will eventually correct. Rolex's white gold Daytona family has shown steady appreciation, and the meteorite dial adds a layer of distinctiveness that elevates it within the reference. For collectors who want a white gold Daytona with the most dramatic dial expression available, the 116509 Meteorite offers exactly that at pricing that still makes sense. The asymmetry between what it is and what it costs relative to comparable modern alternatives is the thesis.

Rolex Daytona

116509 | White Gold

Dealers

46,899 USD

+3,890 +9.04% ↑ past 2 years

Auction Market

45,375 USD

-2,505 -5.23% ↓ past 2 years



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Vacheron Constantin Overseas GMT 7900V/110A-B334



Auction price

$31,500

Total appreciation

+24.15% (+$6,127) in past 2 years

Most Recent Auction Sale

$31,500

Est. secondary market price

$31,624

The Vacheron Overseas GMT in blue is the rare sports watch that is genuinely trading at or below retail in 2026 — a function of the broader luxury sports watch market cooling from its peak, combined with the Overseas's always-considered following among collectors who prioritise refinement over hype. At $25,000–$28,000, with approximately 13% appreciation over two years, the Overseas GMT sits at a price that reflects a settled, rational secondary market rather than speculation. For collectors building positions in important Swiss sports watches with genuine long-term pedigree, this is the entry that the correction created. The blue dial, integrated bracelet, and Vacheron's movement quality make this an objectively strong watch at an objectively sensible price. The Overseas GMT at current levels is what a well-researched sports watch buy looks like: quality, provenance, and price perfectly aligned.

Vacheron Constantin Overseas

7900V/110A-B334 | Stainless steel

Dealers

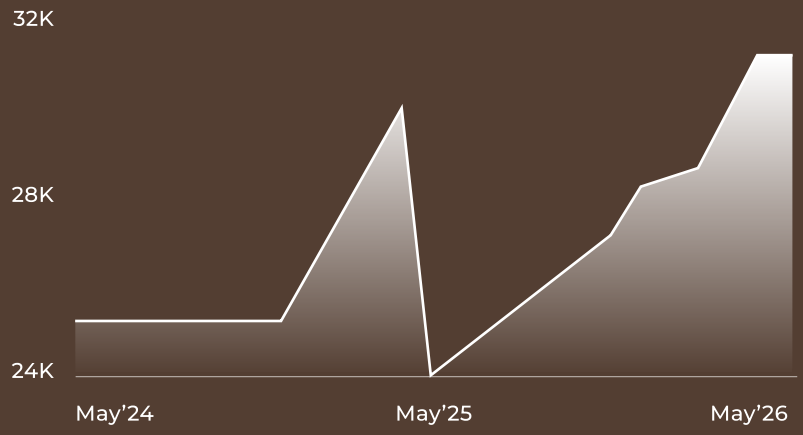
31,624 USD

-662 -2.05% past 2 years

Auction Market

31,500 USD

+6,127 +24.15% past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Rolex Day-Date 18038 Onyx Dial



Auction price

$15,330

Total appreciation

+21.38% (+$2,700) in past 2 years

Most Recent Auction Sale

$16,640

Est. secondary market price

$21,418

The onyx dial Day-Date in yellow gold makes the case that Rolex's most important dress watch is at its best when it's most dramatic. Deep black onyx against yellow gold is a combination that photographs beautifully, wears confidently, and stands entirely apart from the standard lacquer dials that define most Day-Date market activity. At approximately $27,500 based on a recent sale, it represents exceptional value relative to the current retail price of modern Day-Dates — a gap that rising gold prices and successive retail increases have widened significantly over the past two years. Stone-dial Day-Dates have benefited from both general Rolex appreciation and specific collector interest in unusual dial materials. The onyx dial is the most classic of the stone configurations: authoritative, permanent, and with a collector profile that skews toward buyers who hold long. At current levels, it is priced well behind where it will be.

Rolex Day-Date
18038 | Yellow Gold

Dealers

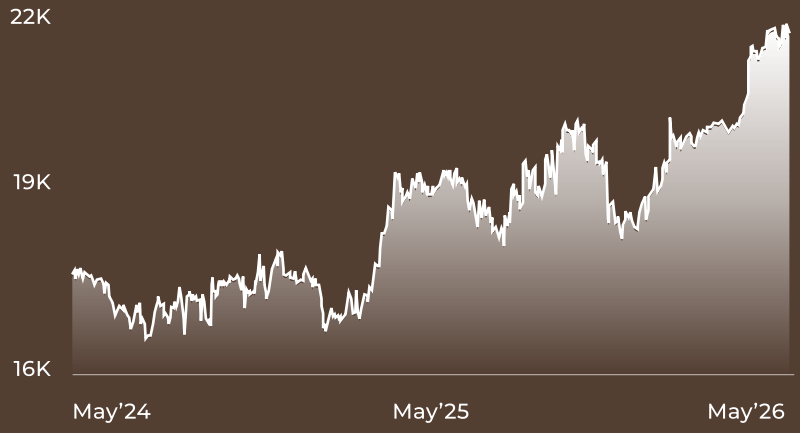
21,418 USD

+3,796 +21.54% ↑ past 2 years

Auction Market

15,330 USD

+2,700 +21.38% ↑ past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Jaeger-LeCoultre Master Control Perpetual Calendar 140.8.80.S



Auction price

$10,150

Total appreciation

-17.69% (-$2,181) in past 2 years

Most Recent Auction Sale

$10,150

Est. secondary market price

$14,000

The JLC Master Control Perpetual Calendar in stainless steel is, by an objective measure, one of the most affordable credible perpetual calendars on the secondary market. A major Swiss manufacture, a genuine perpetual calendar complication, a clean and proportionate design — currently available at auction around $10,100 and from dealers between $13,000 and $17,000. Values have been steady to slightly declining, which reads, in context, as an opportunity: a perpetual calendar in steel from a manufacturer of JLC's standing at this price is an anomaly. The declining trend has created the entry point. Collectors who track the broader perpetual calendar market understand that $10,000–$13,000 for this complication from this maker is a pricing anomaly that market maturation will eventually close. The Master Control Perpetual is the kind of unfashionable buy that long-horizon collectors make, and that shorter-term observers consistently overlook.

Jaeger-LeCoultre Master Control

140.8.80.S | Stainless Steel

Dealers

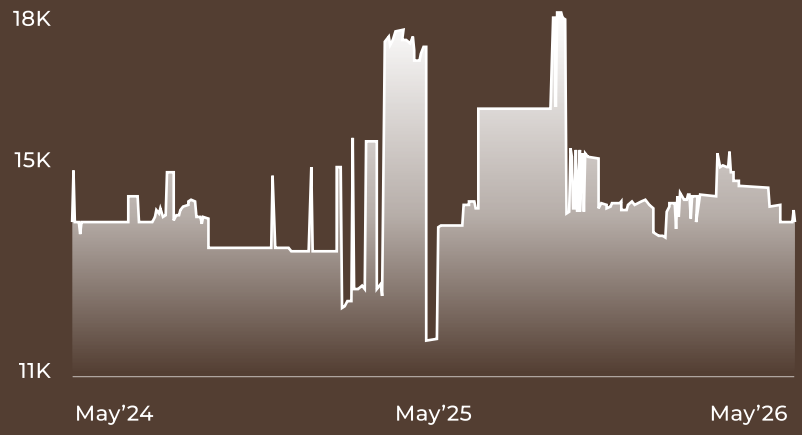
14,000 USD

0% change in past 2 years

Auction Market

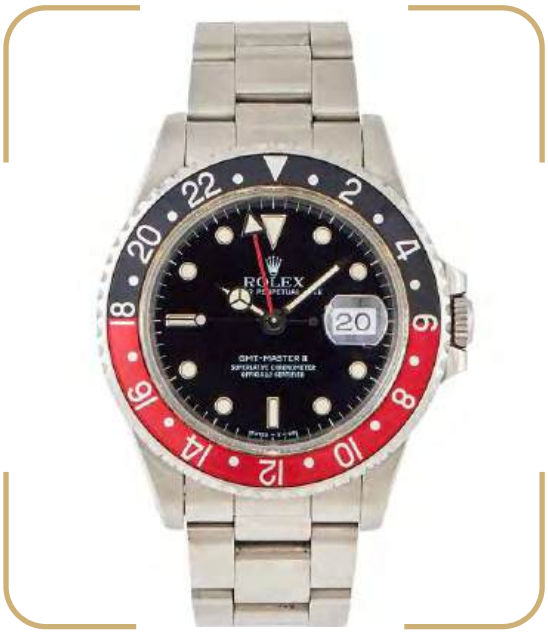
10,150 USD

-2,181 -17.69% past 2 years



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Rolex GMT-Master II 16710 “Coke”



Auction price

$9,660

Total appreciation

+16.39% (+$1,360) in past 2 years

Most Recent Auction Sale

$9,660

Est. secondary market price

$12,888

The 16710 Coke is where the value play in the GMT-Master II family currently sits. At $9,500–$10,000 for solid examples, it delivers the most recognisable and culturally resonant GMT colourway in a reference that benefits from a detail unique to its era: factory-compatible bezel swaps that allow collectors to acquire a period-correct Coke configuration at low cost. As Pepsi values continue to rise and the GMT-Master II family attracts sustained collector attention, the Coke — historically the more conservative colour partner — is positioned for a catch-up move. In Rolex's history, broadly loved GMT configurations at accessible prices have consistently rewarded patient buyers. The 16710 Coke is not a complicated thesis: the right reference, at the right price, at the right moment in the collecting cycle.

Rolex GMT-Master II

16710 | Stainless Steel

Dealers

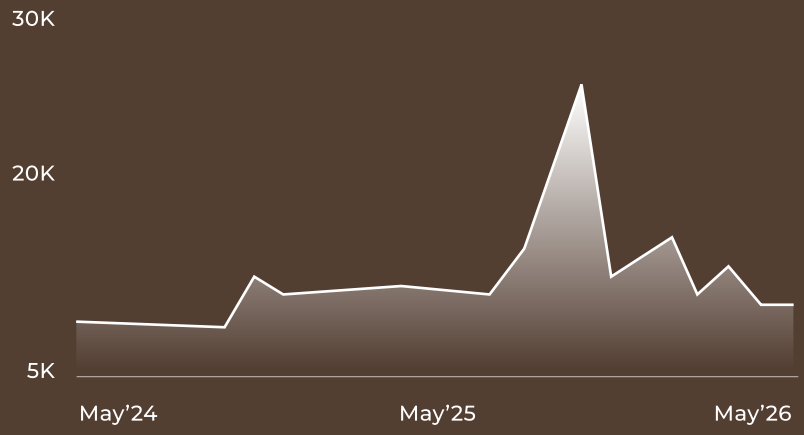
12,888 USD

-162 -1.24% past 2 years

Auction Market

9,660 USD

+1,360 +16.39% past 2 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Rolex Submariner 116610LV “Hulk”



Auction price

$18,640

Total appreciation

-17.23% (-$3,8801) in past 5 years

Most Recent Auction Sale

$21,000

Est. secondary market price

$21,632

The Hulk is one of the defining modern Rolex sports watches — the green ceramic Submariner with the green dial, discontinued in 2020 and now firmly in the collectors' market. At $19,000–$20,000, up approximately 20% over the past two years, it combines Rolex's core sports watch desirability with a specific combination of dial and bezel colour that the brand has not revisited and shows no signs of revisiting. Discontinued modern Rolexes with distinctive colour identities have consistently proven their collecting case over time, and the Hulk is one of the clearest examples. Its recovery from the post-pandemic correction has been steady and convincing. For collectors seeking a modern Rolex sports watch that is both genuinely wearable and has a clear trajectory — discontinued, distinctive, appreciating — the Hulk at current levels is the answer. The upward trend here will continue.

Rolex Submariner

116610LV | Stainless Steel

Dealers

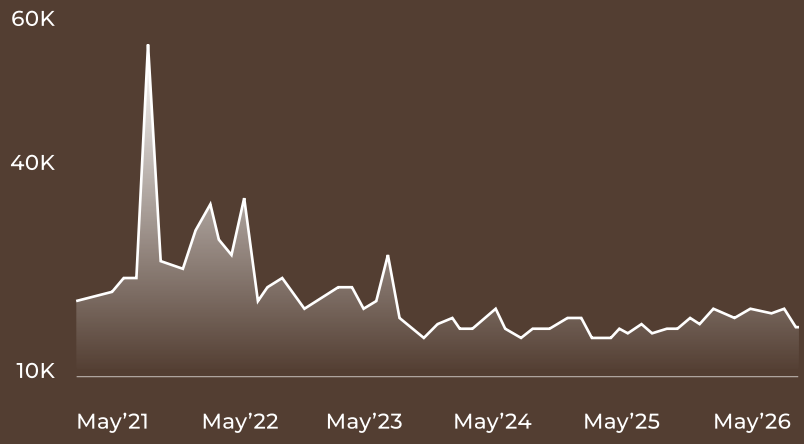
21,632 USD

-3,524 -14.01% ↓ past 5 years

Auction Market

18,640 USD

-3,880 -17.23% ↓ past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Patek Philippe Calatrava Ref. 96



Auction price

$20,470

Total appreciation

+1,018.96% (+$43,306) in past 5 years

Most Recent Auction Sale

$17,816

Est. secondary market price

$14,535

The Calatrava 96 is the original Calatrava — the reference that defined the round dress watch as a category and set the template for everything Patek's flagship line became. In yellow gold, examples are currently available from approximately $10,000 to $15,000 depending on condition and originality, with recent sales ranging from $10,600 to $20,000. Up approximately 20% over two years, the 96 is performing exactly as its role in watch history would predict: as collector literacy about the origins of modern watchmaking deepens, the objects that established those origins become more important. The 96 is accessible Patek with maximum historical weight — the starting point of a lineage that now commands hundreds of thousands in modern form. For collectors building historically anchored portfolios, owning the first Calatrava at these prices represents both value and narrative. This is where the Patek story begins.

Patek Philippe Calatrava
96 | Yellow Gold

Dealers
14,535 USD
+1,656 +12.86% ↑ past 5 years

Auction Market
47,556 USD
+43,306 +1,018.96% ↑ past 5 years



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Rolex GMT-Master II 126720VTNR “Sprite”



Auction price

$18,375

Total appreciation

-20.11% (-$4,625) in past 5 years

Most Recent Auction Sale

$15,856

Est. secondary market price

$18,939

The Sprite is Rolex's left-handed GMT — a configuration that, by definition, will never be produced in large quantities because the audience for a left-hand GMT is limited by design. At as low as $14,000, with recent auction results ranging $14,000–$24,000 and down approximately 20% from launch, it now sits at an entry point created by initial market indifference rather than any fundamental weakness in the watch itself. In Rolex's history, unusual configurations with low initial demand have frequently become the most collectible variants of their reference. The Sprite's green and black colourway is strong, its left-hand crown is genuinely unique, and its production logic guarantees scarcity over time. Collectors willing to think contrarily — to buy what the market is currently selling rather than what it is currently buying — will find the Sprite at $14,000 a thesis that is both rational and well-timed.

Rolex GMT Master II

126720VTNR | Stainless Steel

Dealers

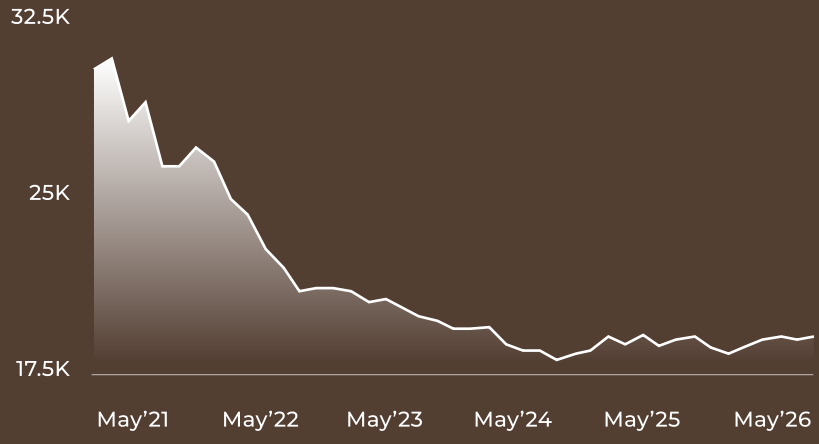
18,939 USD

-11,360 -37.49% past 5 years

Auction Market

18,375 USD

-4,625 -20.11% past 5 years



EVERYWATCH *Sales Advisory* sell your watch smarter and faster

Romain Gauthier Logical One



Auction price
$140,234

Most Recent Auction Sale
$140,234

Est. secondary market price
$169,420

The Romain Gauthier Logical One is the watch that the most serious independent collecting community points to when asked which maker is underrepresented relative to their actual quality. The constant-force mechanism at the heart of the Logical One — a chain-fusee system executed entirely in-house, visible across a dial that treats the movement as its design — is not just technically accomplished; it is conceptually complete in a way that very few contemporary independent pieces manage. At roughly $150,000–$180,000 depending on version, with values appreciating over time, the Logical One sits at a level that still reflects relative obscurity rather than recognised status. That will change. Multiple special executions give the reference depth and replayability for the collector who wants to build within the Gauthier world. Act before the broader market has its Romain Gauthier moment.

Romain Gauthier Logical One

MON00164 | White Gold

Dealers

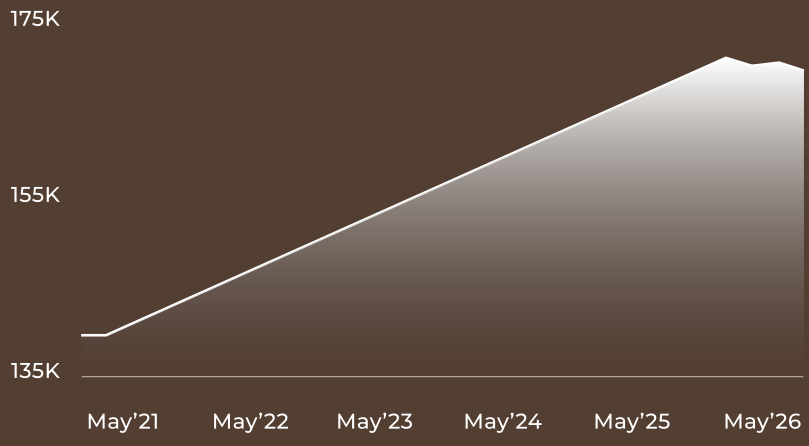
169,420 USD

+29,470 +21.06% ↑ past 5 years

Auction Market

140,234 USD

0% change in past 5 years



INVESTMENT-GRADE WATCHES OF 2026

EVERYWATCH

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