

Earn Money Off Your Next Luxury Timepiece

by Michelle Tay 05/09/13 5:46 PM EDT

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[View Slideshow](#) The first Richard Mille watch ever made (Courtesy of Dominic Khoo)

A new luxury watch club-cum-fund in Asia ensures you will never lose money on luxury timepieces you buy.

The **Watch Fund**, based jointly in Singapore and Hong Kong and set to launch later this month, is founded by Dominic Khoo, the award-winning celebrity photographer who “retired” from snapping the likes of **Zinedine Zidane** and **Cate Blanchett** in June, so he could nurse his passion for collectible timepieces.

Khoo, 35, whose first job was at luxury watch auction house **Antiquorum**, said his idea for the fund was inspired by Luxembourg-based firm **Elite Advisors’ Precious Time Specialized Investment Fund**, which launched in 2010 and generated a nearly 12% return just a year after.

“That fund acquires watches and waits for their value to appreciate, but I thought, ‘Wait a minute, you can’t touch the watches because they’re all locked up in a vault. That’s no fun at all,’” Khoo told **BLOUIN ARTINFO**.



The Watch Fund, whose tag line is “Invest in watches. Wear them. Sell them for *more*,” promises to use its connections in the industry to help watch enthusiasts score investment-grade timepieces in four ways: buy them at prices that are lower than retail; get to the top of the waiting list for limited-edition pieces; score extremely limited-edition pieces (the kind with serial numbers that don’t go over 20); have access to “provenance pieces” previously owned by celebrities or historical figures, like Josephine Bonaparte’s **Breguet** pocket watch or Mahatma Ghandi’s **Zenith** pocket watch, that went for \$1.3 million in a 2007 **Christie’s** auction, and \$2 million in a 2009 **Antiquorum** auction, respectively.

Khoo would essentially earn a fee of 5% of each purchase price. Each watch gets reevaluated over time for price appreciation — which he promises will be at least 7% in the first year, and keep compounding in subsequent years — and will be marketed to global investors if it’s on the market to be resold.

“The fund has every potential to even gain 100% overnight in instances of a super limited-edition collaboration between brands,” said Khoo, adding, “You’re dealing with watches that will make you money, because our task is to quickly find buyers willing to pay a higher price than you initially did.”

Khoo said the fund has already \$15 million committed to it, but he hopes to eventually manage \$50 million worth of timepieces. Membership to this elite club-cum-fund, by the way, is \$2,000 a year.

Khoo, who has been collecting watches for 14 years, declined to name brands that might appreciate quicker than others. He said, “Watches are so complicated, diverse and personal, there’s no one brand with more equity than the other.”

However, the favorites in his personal collection are the **A. Lange & Sohne** 1815 Chronograph with a *guilloche* dial; the **Ulysse Nardin** *Ratrapante* with the vintage Venus 179 movement the **Cartier** *Tortue* Minute Repeater; and the **Richard Mille** RM-004.

Click here for a slideshow of the timepieces already acquired by The Watch Fund.

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