

Luxury watches: The emerging investment opportunity

This is where watches set themselves apart. Stocks rise and fall. Gold sits in a drawer. But a watch? It's something you wear, touch, and pass down. A legacy timepiece does not just tell time – it narrates a story.

"I started with a Casio when I was young. My father was a collector, and after he passed away, I inherited his collection," Hossain says. "It was surreal. These watches carried his memories, his journey. That's when I realised their real worth."

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In an age of tech everything, some wonder if traditional watches are becoming obsolete. Sharfaraz Rahman, a businessman, does not buy into that idea. "Buying a smartwatch is throwing money away," he believes. "They go obsolete after a few years, you cannot pass them down, and their resale value is laughable. It just doesn't make sense!"

He's not wrong. A mechanical watch does not need software updates. It will not die when the battery degrades. It's built to outlive its owner. A smartwatch? Well, let's just say Apple will not be

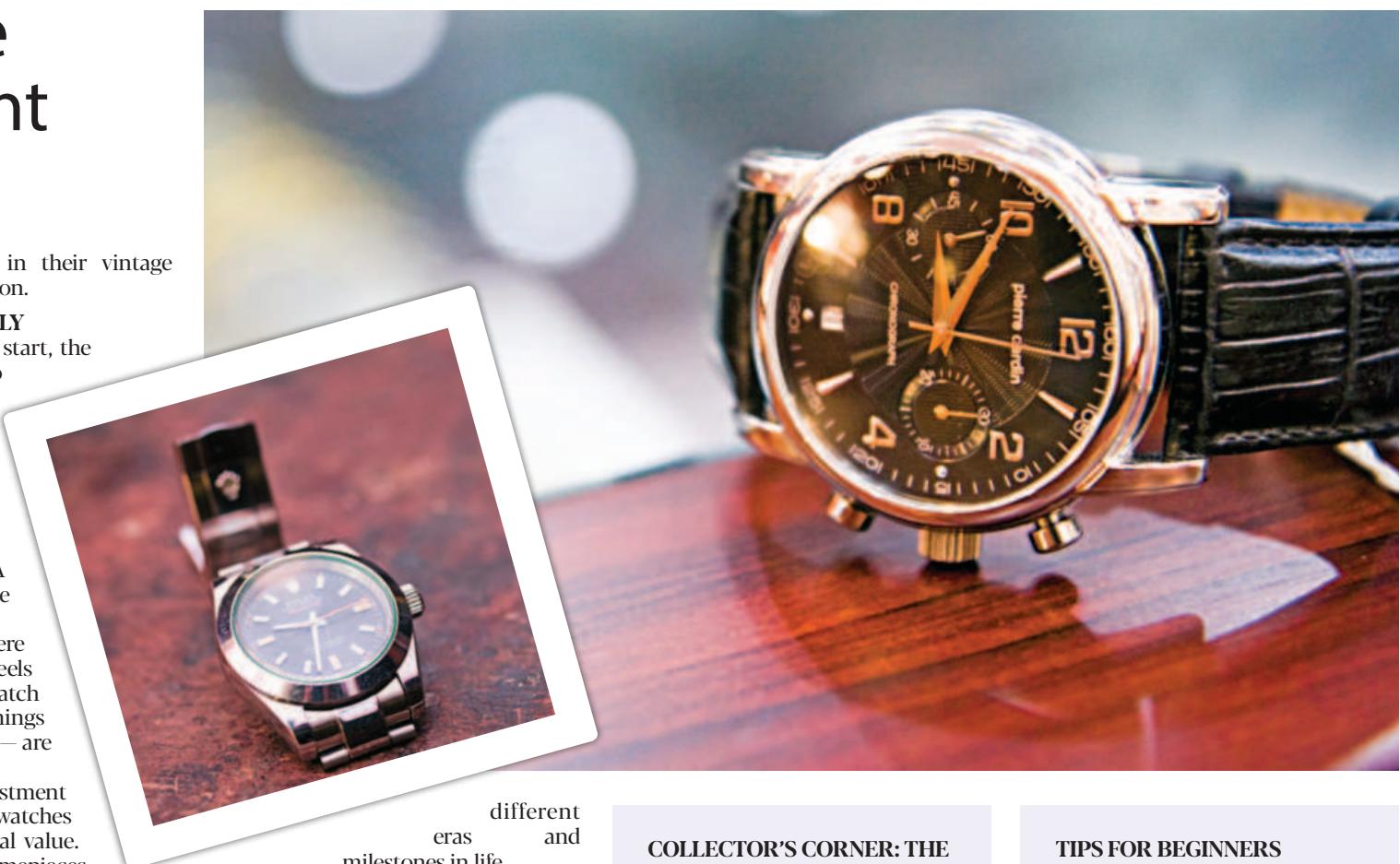
offering a Series 1 in their vintage collection anytime soon.

BUYING TIME WISELY

For those looking to start, the advice is simple: do your research, buy from reputable dealers, and think long term. As Kashfiq says, "It's not just about price – it's about what the watch represents. A well-chosen timepiece will outlive us all."

In a world where everything feels temporary, a great watch is proof that some things – when crafted right – are built to last forever.

Beyond investment potential, high-end watches hold deep sentimental value. Some view their timepieces as a part of their identity. For families, watches serve as historical artefacts, representing



different eras and milestones in life.

A watch worn by a grandfather, a father's prized possession from his first major promotion, or a son's graduation gift – each carries a legacy worth preserving.

As Dhaka's elite get more global, they are looking beyond land and bullion. A high-end timepiece can be sold or traded anywhere in the world making it a truly international currency. The luxury watch market here is only just waking up. More collectors are emerging, dealers are gaining recognition, and global brands are eyeing Bangladesh as a future hub for serious collectors.

Watch collecting has soared for many reasons – including making a statement, leaving a legacy, and sensible financial decisions. One of the few things in life that only grows better with time is a luxury watch, whether it is handed down through the years or sold for a good profit.

By K Tanzeel Zaman
Photo: Sazzad Ibne Sayed

COLLECTOR'S CORNER: THE MOST COVETED LUXURY PIECES

Not every luxury watch is a smart buy. Some are marketing gimmicks; others are genuinely built to appreciate. Here are a few worth considering:

Patek Philippe Nautilus 5711: Out of production and fast rising in value.

The ultimate collector's item among Rolex Daytona models is their millions of dollar value (Reference 116500LN and Vintage Paul Newman 6239).

Classic Gérald Genta design is the Audemars Piguet Royal Oak (15202ST).

The ultra-thin Vacheron Constantine Overseas Perpetual Calendar – a rare finding with a strong history of respect.

German technological marvel, the A. Lange & Söhne Datograph Perpetual has great collector attraction.

TIPS FOR BEGINNERS

New collectors in Bangladesh should start with research. Understanding the history and market trends of different brands is crucial.

Seek out reputable watch dealers, both locally and internationally, to ensure authenticity.

Key things to consider –

Buy what you love: Don't just chase hype; get something that resonates with your personal style.

Rarity matters: Limited-edition watches and discontinued models tend to appreciate.

Keep your papers: Box, papers, and service records add value to resale.

Service and maintenance: Luxury watches need care; routine servicing keeps them in top condition.

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