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REAL & FAKE WATCHES

VOLUME 3



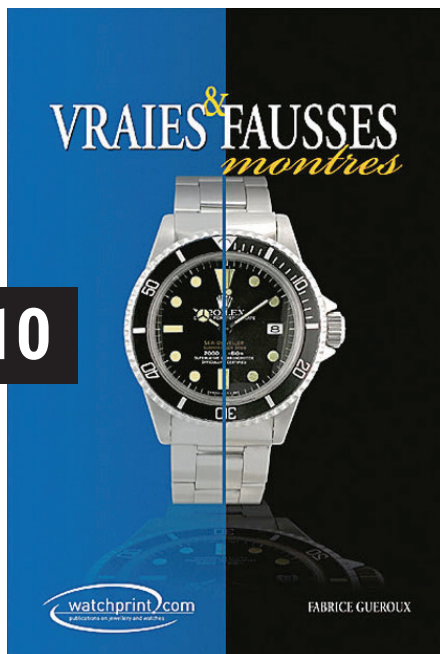
*+ Buyer's Guide
of genuine watches*



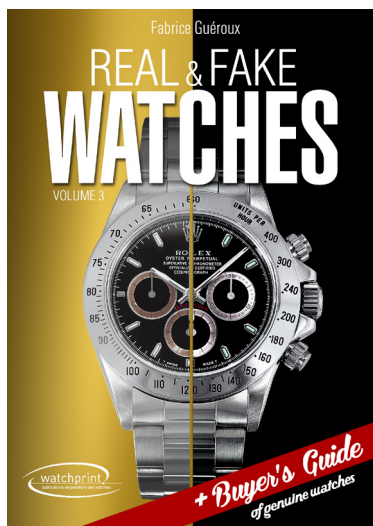
2007



2010



2014



A MUST-HAVE guide in order to purchase your new or vintage WATCH...

Counterfeiting has not, unfortunately, been stopped in any way whatsoever. But is this really possible? The quantities distributed over the Internet greatly expanded, despite a global economical crisis. The same applies to many brands and references which are now counterfeited. This has allowed us to notice some brands «enter» the realm of fake industry and get their image tarnished. Should we believe that now any consumer has the right to go shopping through fake watches with a complete impunity and benefit from a rich choice of models and references? In economic terms, each of us might say that this is not a «serious» issue and after all brands are enough wealthy to defend their business ... However, the expansion of a plague like this one has its butterfly effect and, unfortunately, we are now able to observe the first signs.

Two factors in the field of contemporary watches actually caught my eye. First, the amount of brands added to the catalogs of fake watches. Secondly, the quantity of «complicated» timepieces offered. Counterfeiters are simply following the same sale and marketing pattern than the actual luxury market. I was «expecting» something like usual, e.g. «Top brands + public demand + better quality = 2013 counterfeit market». I was wrong. They really spent their energy toward the two above mentioned factors: 1. As many brands as possible, even niche brands and 2. production of complicated watches (tourbillon watches, power-reserve...). One day independent



watchmakers will need to engage lawyers specialised in intellectual property and counterfeit issues as a «50% gross income set aside»... Now the most unlikely brands are part of the counterfeiters' catalog and although, in many case, the quality is not convenient, I found some really scary fake timepieces able to fool the beginners.

And as I mentioned in the last two volumes of «Real & Fake Watches», counterfeiters are a threat to the economy in general. That is true that 90% of there web-site display «Fake/replica watches» so the buyer knows what he is doing and what he is buying. But as regards potential scammers, the problem is different. The outbreak of little «rip-off rookies» claiming through the web they have the «original watch» for 40% its market value is slightly freaky. And this touches the individuals market more than ever, considering the amount of emails I receive each week.

You may think, reading this introduction, that it became impossible to make any bargain if you are not twinned-up by a sworn expert or that buying a watch on Internet is a demonstration of a suicidal tendency... No, we have not yet reached that point. But before it becomes too late, we must focus on the necessity to educate. And education in the field of watches requires some understanding and some knowledge...



VRAIES ET FAUSSES MONTRES : SOMMAIRE

■ Introduction

■ About the author

■ Foreword

■ The FH actions (Federation of the Swiss Watch Industry)

■ Counterfeit 2014

■ Fake industry

- Numbers
- The means (materials, tools...)
- The counterfeited watches today
- Distribution
- Why such an annual revenue
- The market spare parts - Danger
- Second hand watches
- The "organized crime" market

■ Legal

- The brands' actions
- Legal issues handling for private individuals

■ Vintage

- An introduction to vintage
- Vintage : investment business
- The generic parts problem
- Forgers vs. Counterfeiters
- The fake vintage market today
- The fake vintage parts market

■ Watch purchase

- General introduction to identification
- Individuals or professional
- Pro websites
- Online purchase

SOMMAIRE - Suite

- purchasing on eBay and alike
- How to choose your professional seller
- Watches more expensive from professionals?
- Purchase from auction house
- Auction house clauses
- Can you safely trust an auction house?

■ Chosse a professional

■ Repair and maintenance

- Your neighborhood watchmaker or directly to thr brand?
- How to protect yourself from generic parts
- Maintenance costs (contemporary and vintage)

■ Sell your watch

- How to establish a real quotation?
- I have a doubt about my watch reliability...
- The risks if the buyers bring a claim against me
- How long should I wait to expect a worthy sale?
- Should I send my watch for inspection and expertise before sale?

■ Expertise

- Why should you expertise your watch?
- Where? (experts, brands, watchmaker...)

• Comparison between real and fake watches (10 most important brands)

• Buyer's guide

• List of trusty/qualified shops (by country)

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