

After ten years I have been very lucky to have owned, however briefly, some truly lovely watches. The anniversary of starting the business has allowed me a chance to reflect, and this is my A-Z of the favourite watches I have sold. I have not included anything in stock, to stop this sounding too salesy! Apologies if your watch doesn't feature—out of thousands I can only pick 26. So let's go!



A is for Audemars Piguet, specifically this Royal Oak 6005SA, with a white dial that was only available from the Geneva boutique.

<https://www.birthyearwatches.com/product/c1980-audemars-piguet-royal-oak/>

B is for Breguet, and this early Type XX which had box and papers. The early, tritium dials just look so good. The service cost hurt a lot though!

<https://www.birthyearwatches.com/product/1996-breguet-type-xx-chronograph-with-box-and-papers/>



C is for Chopard, and this is one of those watches that I sold and now can no longer afford to buy back! The St. Moritz models were undervalued but since the launch of the Alpine Eagle their values have jumped enormously.

<https://www.birthyearwatches.com/product/c2000-chopard-st-moritz-8379-automatic/>





D is for Dunhill, and proof that not everything on this list will cost thousands! This Century watch just spoke to me and I liked the fact no one knew what I was wearing.

<https://www.birtheyarwatches.com/product/c1993-dunhill-centenary/>

E was always going to be Eterna, but there has been many Eterna watches I have really, really liked. This Centenaire narrowly pipped some strong competition.

<https://www.birtheyarwatches.com/product/1974-eterna-matic-centenaire-de-luxe-18k-gold/>



F was going to be a Franck Muller too, and while I adore wearing a 6850 case the watch I can not replace is going to be the one that I remember the most. Of just fifty watches made, this was number one. He might be called the Master of Complications, but the simpler designs are the best.

<https://www.birtheyarwatches.com/product/c1992-franck-muller-18k-number-1-of-50/>

This might surprise those who were expecting a Girard-Perregaux, or even the Genta watch we had, but in honesty the G. Gerlach microbrand just did everything so well that we would buy another in a heartbeat, if we can find someone to sell us one!

<https://www.birtheyearwatches.com/product/2014-g-gerlach-p-24-automatic-pilots-watch/>



H is for Heuer, and regular visitors will have guessed this. My appreciation for the brand goes back to my earliest watch memories, and my first Swiss watch was a TAG Heuer 4000. Picking a favourite wasn't easy, but the Camaro did just hit all my sweet spots.

<https://www.birtheyearwatches.com/product/c1970-heuer-camaro-12-chronograph/>

I is for IWC, and a confession is that my favourite IWC is actually still available for sale so not eligible under my own rules! But the electronic example pictured here did get worn a lot, and also features in the IWC museum in Schaffhausen.

<https://www.birtheyearwatches.com/product/1972-iwc-electronic-calendar/>





J should be for Jaeger-LeCoultre, particularly the Reverso models I have had and never stay around long enough. But the one my heart leads towards is an obscure brand called JS Watch, whom I visited in Reykjavik. They were very nice people, and the watches are excellent value for money.

<https://www.birthyearwatches.com/product/2016-js-watch-co-reykjavik-101-10-year-edition/>

K Doesn't give an obvious big brand, but the Katona wins this round as it was just nuts and different, and I like that. I did also like a Kirovskie Sputnik watch I had in my earlier days, but now I have gone off Russian watches. I also have a King Power watch, but that has never been for sale

<https://www.birthyearwatches.com/product/c1979-kotana-21-jewel-automatic/>



I didn't have to think about this at all. L is for Longines, specifically this 18k dress watch that just had the best dial. I have liked a lot of the Le Cheminant watches I have had too, but they just can not compete with this 1953 Longines.

<https://www.birthyearwatches.com/product/1952-longines-18k-gold-with-box/>

M should probably be for Moritz Grossman, but as that watch was new old stock I couldn't wear it so never bonded as I might have done. But This 1942 Movado I could—and did—wear a lot and enjoyed it immensely.

<https://www.birtheyearwatches.com/product/c1942-movado-m95-chronograph/>



N is for Novoris, and it has nothing to do with the watch itself. The accompanying sales receipt showed this was purchased just days after the end of the blitz in London—not that they knew that was the end of the bombing. Sometimes the stories make the watches extra special.

<https://www.birtheyearwatches.com/product/1941-novoris-oris-9k-mens-watch-box->



O has to be for Omega—one of the most popular brands we sell. The variety is enormous so just to chose one watch is a task. I do like the 80's quartz divers Seamasters, and the electronic f300's are marvellous. But to get the chance to own the first model of Seamaster, in full fat Chronometer specification, was a chance that might not be able to be repeated.

<https://www.birtheyearwatches.com/product/1949-omega-seamaster-1st-model-2577-chronometer/>





You have to feel sorry for any other brand beginning with P when I have been lucky enough to have a few Patek Philippe watches. My favourite wasn't the most expensive, but it was my birth year watch and remains a favourite.

<https://www.birthyearwatches.com/product/1974-patek-philippe-ellipse-ref-3546-extract/>

If Pulsar couldn't compete with Patek Philippe, how can you look past R without it being a Rolex? (I haven't had any Q branded watches for those paying attention!)

The Cellini is not the first Rolex you think of, but this 18k white gold dress watch had the best mother of pearl dial I have ever owned. Plus it is as under the radar as Rolex can be. I love an 18k Day Date, but you do feel very conscious wearing one where with this I could be more relaxed.

<https://www.birthyearwatches.com/product/2001-rolex-cellini-cestello-18k-white-gold/>



Seiko is the brand we have sold the most of, and price points start at under a hundred quid to many thousands for the Grand Seiko models. So I have to pick the one that I enjoyed the most, and that will be a 7A series chronograph. Not the Ripley, or the military models, nice as they are, but the Vulcan is the rarest and most distinctive. I have had two and would buy a third in a heartbeat! One sold to a collector in New Zealand, and the other to a chap 5 miles down the road!

<https://www.birthyearwatches.com/product/1983-seiko-vulcan-7a38-701b/>



My favourite T is a Tissot PR516 in quartz. This divers watch is a grab and go classic, and the dimensions are ideal for me. Really easy to read and so good I have bought another.

<https://www.birthyearwatches.com/product/1980-tissot-pr516-quartz-divers-watch/>



U is for Ulysse Nardin, another under the radar brand that consistently impresses me. This San Marco features one of my favourite complications, a big date, and the bracelet puts most companies to shame.

<https://www.birthyearwatches.com/product/c1999-ulyse-nardin-san-marco-gmt/>

V has to be for Vacheron Constantin. I have been lucky to have a few, and an Overseas nearly pipped this, but the proportions and rarity of this 18k example combined with the condition just make it very memorable. Honourable mention to the Van Cleef and Arpels too.

<https://www.birthyearwatches.com/product/1964-vacheron-constantin-18k-gold-with-extract-from-the-archives/>





Well, let me choose the only pocket watch on the list, this 1948 Waltham Vanguard. This was a railway issued watch, which were very accurate and used the highest quality movements. One reason I remember it so clearly is that I didn't understand just how valuable they are—I bought it cheap and sold it far too cheap! But it was excellent quality.

<https://www.birthdaywatches.com/product/1948-waltham-vanguard-railway-pocket-watch/>

X doesn't leave a lot of opportunities, but this Xeric was certainly memorable. The interesting design made up for the quite low quality of the finishing of the movement, but it was also too large to wear comfortably. I would wind it up and leave it running on the desk.

<https://www.birthdaywatches.com/product/2018-new-xeric-halograph-2-automatic/>



This circa 1975 Yema Flygraf fills the Y brief nicely. The way the case curved around the wrist made this larger watch very comfortable to wear, and all the different colours and dials always made something to look at.

<https://www.birthdaywatches.com/product/c1975-yema-flygraf-chronograph/>





Z was an easy choice. I do love Zenith watches and I could have chosen several, but the Mango Elite is just a special watch. So distinct, very rare and I have had three! If you see one, buy it—I promise you won't regret it.

<https://www.birthyearwatches.com/product/c1999-zenith-rainbow-elite-mango/>

I hope you enjoyed this very personal blog. When anyone asks what my favourite watch is I always say 'The next one', and generally that is true—I have taken off Rolex watches when an interesting Rotary has arrived in the past. I am very fortunate to be living my best life, working with watches as my job and my hobby. Here's to the next ten years!