

# 财富品质

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## 2013 财富品质极致盛典

李嘉诚：5 招打造无傲心但有傲骨的团队  
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Keith W. Strandberg,  
Fortune Character watch editor

# IT'S HOW MUCH? 贵否? 值否?

by Keith W. Strandberg (史传伯)



▲ Patek Philippe Only Watch  
Ref. 5004T Unique Piece

## Why Watches Are Expensive and Why They Are Worth Every Penny?

At the Only Watch auction in September of this year in Monaco, Patek Philippe had a one-of-a-kind titanium timepiece sell for \$3,985,067! The Franck Muller Aeternitas Mega 4 costs \$2,866,700. The Jaeger-LeCoultre Gyro Tourbillon Hybris Mechanical Grand Sonnerie retails for 1.15 million Euros (almost \$1.6 million). The Christophe Claret Soprano in white gold costs \$523,500. The Chopard L.U.C All in One sells for \$421,800.

Amazingly, none of these timepieces have even a single diamond or precious stone on them. What makes these watches and others worth this kind of money?

## 腕表的每一分价钱都值在哪里?

高端腕表能卖多贵? 随便找些价格就能明了。今年9月在摩纳哥举办的Only Watch拍卖会上, 百达翡丽的钛金特别版以3985067美元落槌; 法兰克·穆勒的超复杂腕表Aeternitas Mega 4售价2866700美元; 积家的球型陀飞轮自鸣腕表约售160万美元; Christophe Claret的白白金柯籁天音定价为523500美元; 而萧邦的LUC最复杂表款“All in one”要卖421800美元。

是否感到诧异了? 这些腕表既不镶钻也没宝石, 但为何售价如此高昂? 本期就让我们透过腕表的工艺本质, 聊聊它们何以身价不菲。



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▲ Franck Muller  
Aeternitas Mega 4



▲ Christophe Claret Soprano



◀ H. Moser Perpetual  
1 Golden Edition



► Jaeger-LeCoultre  
Master Grande  
Tradition  
Gyrotourbillon 3  
Jubilee



CHRISTOPHE CLARET

柯籟天音



### Soprano

四音簧奏响西敏寺钟乐，三问报时与陀飞轮的完美结合，查理十世奢华风格的多层板桥设计

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ifc mall, Central, Hong Kong, Tel: +852 2117 0000

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### Savoir Faire

The knowhow that goes into these incredible watches is impressive – computer-aided design, CNC-controlled production, expert watchmaking, detailed finishing and decoration, to name just some of the processes. The cost of these highly skilled workers is hefty, as is the raw materials needed to produce the watch. Most of these very complicated watches are made in gold or platinum or even rarer metals.

These watches can't be manufactured on an assembly line or assembled by sophisticated robots. No, they have to be worked on by hand for many of the steps of manufacturing, then the watch is assembled and regulated by a master watchmaker – often one watchmaker from start to finish. This personal touch comes at a cost much higher than that of mass-produced watches.

Most brand presidents I have talked to admit that there isn't much profit in these special timepieces. Due to the tremendous amount of artisanal and skilled detail work involved, the companies aren't realizing much profit. But they are creating these special, highly complicated watches for a reason: because they can – to prove they are capable, to do something different, to keep their watchmakers energized and to get people's attention.

Patek Philippe will only make a limited number of its Sky Moon Tourbillon (ref. 6002, 1.2 million Swiss francs), the most complicated watch it currently makes, combining a perpetual calendar with a retrograde date display, a minute repeater, a tourbillon, the display of sidereal time and a depiction of the night sky with the motion of the stars, the angular progression of the moon, and the moon phases with the métiers d'art of enamel and engraving. The awareness that the brand makes these watches certainly fuels the purchase of its regular collection watches (which are limited production anyway).

▼ Patek Philippe Sky Moon Ref 6002



### 奢侈的不二法门

制造这类高端腕表，尖端技术功不可没——电脑辅助设计、数控化生产、工艺师手工装配、细节润色等等。不仅人工成本耗费巨大，原材料费用也极为可观，因为多数复杂腕表都选用黄金、钛金或其他稀有金属。

流水线或机器人在这一领域是行不通的。毕竟工艺过程细节繁琐，而且装配环节须

由资深工匠亲自动手。所以往往是一名工匠走完从头至尾所有的制作流程，但也正是这种浓厚的手工艺意味将高端腕表与大批量生产的普通腕表区分开来。

许多品牌负责人甚至坦言高端腕表的利润回报并不理想。但它们的独特已成为一种无形价值，不断证明制造商的非凡能力，吸引人们的关注。就拿百达翡丽来说，其限量制造的Sky Moon（天月陀飞轮，ref.

6002）售价高达120万瑞士法郎。这款计时是百达翡丽迄今为止制造工艺最为复杂的型号，它不仅拥有万年历，而且还使用逆跳日历和恒星时间显示功能，而这一演绎月相与恒星动态的副表盘更是选用了艺术大师与珐琅彩工艺加以烘托。毫无疑问，品牌不遗余力打造那些特别款，醉翁之意尽在点燃整体消费的热情，非凡计时的高贵个性成了一种号召力。

► Chopard Making of L.U.C 150 all in one

### Complications

A complication is anything more than the time (hours, minutes, seconds). They are called complications because everything added to a watch means it is more complicated to make – even a date or a moon phase requires a number of parts that have to be integrated into the movement and they have to work seamlessly with the time display and the power reserve.

When you get into the really complicated watches - like perpetual calendars (which will keep the calendar accurate for more than a hundred years, while factoring in the different lengths of months and the leap years), minute repeaters (which chime out the time on demand) and tourbillons, or the super complicated Grand Complications, which are a combination of high complications - the complexity is mind blowing. Only the best of the best are able to make these watches, and buyers pay a premium for them.

Some of the most complicated watches can take up to a year for a master watchmaker to assemble, and that doesn't even account for the time it takes to design and manufacture all the parts. Often, a highly complicated watch has more than 600 separate parts, and some have over 1,000.

### 复杂功能

除了最基本的报时功能，其他设计皆可被看做复杂设计，因为每个新增的功能都需耗用表芯的动力，如何在保证计时精确无误的前提下与之无缝衔接显然不是简单的工作。

当然，真正了不起的还是那些融汇极致工艺的超级复杂设计（Grand Complications）：万年历、三问报时、陀飞轮等诸多元素一网打尽，复杂程度令人咋舌。有些计时内部独立零件数量过千，光部件装配就会耗费整整一年，更不用说设计和部件制造本身所需的时间。要让这样的设计得以实现，唯有行家中的行家能做到，价格高昂也在情理之中。

► The movement of the Chopard L.U.C. 150 All in One



### Ultra High-End Finishing

These ultra-complicated watches are also finished to a standard that is unlike any other. Every single part, screw and piece is polished, angled, burnished and sometimes engraved, even the pieces that will never be seen by the customer. This involves highly

skilled technicians spending long hours toiling at their benches, using simple tools to do the most amazing finishing you have ever seen.

### 极致加工

这些腕表不仅设计非凡，外观加工也超乎

寻常。一枚微小的零件或螺钉都要经过细致的打磨，它们拥有规则的棱角，甚至还带雕刻，即便是人们无法看到的部件也是如此。可以想象那些杰出的工匠整日伏案作业，在每一块时计中倾注了最原始却又最耗时的手工艺。





▲ Backes & Strauss Berkeley Imperial



▲ Breguet Classique Double Tourbillon



▲ Cartier Double Mystery Tourbillon

### Unique or Severely Limited

These very complex watches are made in very limited series – the best companies can only make a few of them a year, so they are highly coveted. Buying one of five watches for the world, or even a bespoke, unique timepiece, makes the watch very special, indeed. It will, of course, be incredibly valuable to you, and it may be valuable on the resale market as well, making it a good investment.

The most common reactions I get from non-watch lovers when they hear what the highest-end watches cost range from “That’s insane!” to “Who would pay that kind of money for a watch, when I can get a simple quartz watch at Kmart for \$50?”

The truth is, you can make this argument about anything a group of

people are passionate about – cars, motorcycles, boats, pens, and even purses. They are missing the point, because when people value excellence, uniqueness and high quality, price is very relative. People who love watches are willing to spend more than what a house costs for the privilege of owning a special timepiece that combines many different aspects of high watchmaking.

Some people put their money in the stock market. Others invest in real estate. For watch lovers, a fine timepiece is one of the best investments they will ever make.

### 限量的诱惑

极致的工艺注定了极小的产量——即使能力再强的厂商，每年制造的这类高端腕表数量也很有限。如果一个款式全球只有5

枚，或者干脆由你定制，这样的腕表当然尊贵。这不仅对你意味不凡，而且非常保值，很受二级市场追捧。

在毫无腕表情结的朋友面前，这些腕表的价格堪称疯狂。“我在超市里花50美元也能买块可靠的石英表，为啥还要花这么一笔冤枉钱？”

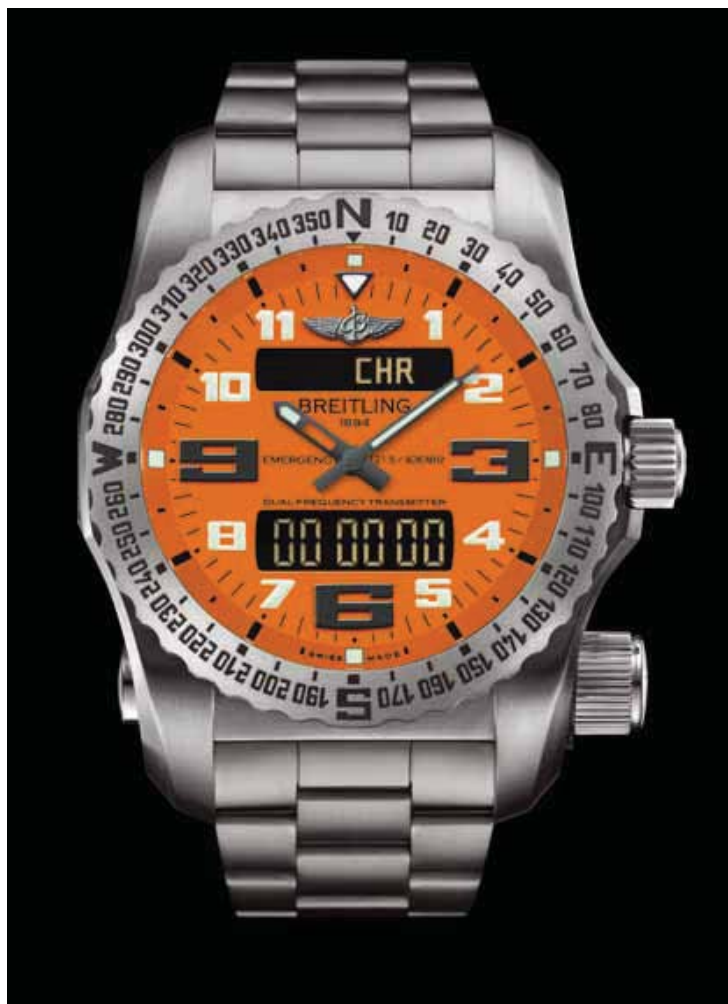
但仔细想想，这样的论调不也一样适用于汽车、摩托、帆船、钢笔甚至钱包？价值远不止实用这么简单，如果你想拥有那份独特的卓越感，高价就有它存在的道理。正因如此，花上一笔能买栋房子的巨款来收藏一枚時計，这与那些把钱投入股市或房地产的做法殊途同归。对于爱表人士，有什么投资能比购买名表更加诱人？



## WATCH OF THE ISSUE 本期推荐



▼ Breitling Emergency II



### Breitling Emergency II

Flying has always been a dangerous activity, but this year it just got a little bit safer. At BaselWorld 2013, Breitling launched its Emergency II -- with this incredible timepiece, downed pilots can call for help and then the watch will help rescuers locate them. The Emergency II is the second generation of this lifesaving device and it works on two frequencies—121.5 MHz to call for help, and 406 MHz to help the search team locate the person in trouble. New features also include a rechargeable battery and an integrated antenna system. Breitling already has a catalog of successful rescues and this version certainly will increase those.

### 百年灵紧急求救II

飞行是一项危险的任务，遇到紧急迫降或撞毁事故，及时救援是个难题。百年灵今年在巴塞尔推出的Emergency（紧急求救）二代给飞行员带来福音，当他们在偏远地带遭遇迫降或撞毁事故，腕表内置的传送器可发送紧急求救信号并引导搜索及救援任务。Emergency系列已成为百年灵的一个传统，它专为飞行员、驾驶员和领航员服务。今年推出的二代普及版首次搭载了双频定位信标技术，可使求救信号与搜索导航同时发送。无论是在海上、陆地还是空中遇险，它都是确保安全和生存的工具。Emergency一代曾多次成功帮助救援定位，相信二代能更好延续这一传统。

## WHAT MAKES THEM TICK 名人与腕表



▲ LeBron James signing the crystal of his Audemars Piguet Limited Edition Royal Oak Offshore.

### LeBron James, Miami Heat basketball player

“My interest in watches goes back to when I was a kid,” says LeBron James. “Of course I couldn’t afford an Audemars Piguet watch at that time but I’ve always worn watches. It’s part of my outfit. Even if I wear gym shorts and a basketball t-shirt, I always want to put a nice looking watch.”

James recently launched his latest timepiece, the Audemars Piguet Royal Oak Offshore Limited Edition LeBron James, at an event in Miami Beach, USA. A 18K pink gold watch with a titanium bezel, the limited edition (600 pieces) is an interesting mixture of sophistication and boldness. The dial is gray with a “Mega Tapisserie” pattern, with pink gold applied numerals and pink gold hands. The sapphire crystal exhibition back is engraved with the legend “Royal Oak Offshore Limited Edition LeBron James,” and also features number 6’s signature printed in blue.

“The mechanics of watchmaking have always interested me,” says James. “My first visit to the Audemars Piguet manufacture – seeing what it takes to create a watch and bringing everything together – was incredible. I have never imagined the number of stages and the amount of people

◀ Audemars Piguet Royal Oak Offshore Limited Edition LeBron James





involved in making a watch from start to finish, from conception to final product. It requires a lot of technical skills and patience! For me, as a professional basketball player, I continue to strive to get better, year after year. I feel as if that's something Audemars Piguet and I really have in common. They're always trying to improve and innovate.

“When they make a watch, they want it to be something people love, just as when I play the game of basketball, I want someone watching to love how I play the game,” he continues. “I’m very pleased how my vision and that of Audemars Piguet came together in this watch. I believe success is defined by constantly working to get better. For me, it’s about always striving to be a better person on and off the court. No matter what level you achieve, success means always working to get to the next level.”

### 名人与腕表——“詹皇”与爱彼的共鸣

“我从小就对腕表情有独钟，”迈阿密热火队王牌前锋勒布朗·詹姆斯说道：“虽然那时买不起爱彼表（Audemars Piguet），但我的手腕上永远不会空着。它就是我的装备，哪怕是一身篮球装，我也时刻不忘配块靓表。”

最近在一次迈阿密海滩活动中，爱彼发布了一款“詹皇”版18K玫瑰金腕表——皇家橡树离岸型勒布朗·詹姆斯限量版，数量为600枚。超大型格状饰纹的表盘衬托着玫瑰金数字与表针，蓝宝石水晶透视底盖上刻有“Royal Oak Offshore Limited Edition Lebron James”的字样，而詹姆斯本人的签名更是采用显眼的蓝色刻印。

“腕表的机械魅力始终吸引着我。最早知道爱彼是通过我的一位朋友与导师。第一次拜访爱彼时，我了解到打造和组装一枚手表需要付出的一切。我从未想过一块腕表的从头至尾，由概念设计到最终成品是需要投入如此多的工序和人工，这需要极高的技艺和耐心！作为一名职业篮球手，我总是力争突破自我。我与爱彼产生了一种共鸣，尝试改进与创新，是我们永远的话题。”

“每制作一款手表，爱彼总希望成就一件人们的心爱之物。这恰如我在篮球运动中的目标，希望人们享受我在球场中的表现。我与爱彼的理念在这款手表中汇聚，令我倍感荣幸。”

“我坚信成功需要不断的突破。场内场外，我一直努力地完善自我。成功就是一个进行时：无论你好，下一步永远只能还是进步。”

▼ LeBron James, basketball superstar and watch connoisseur.

