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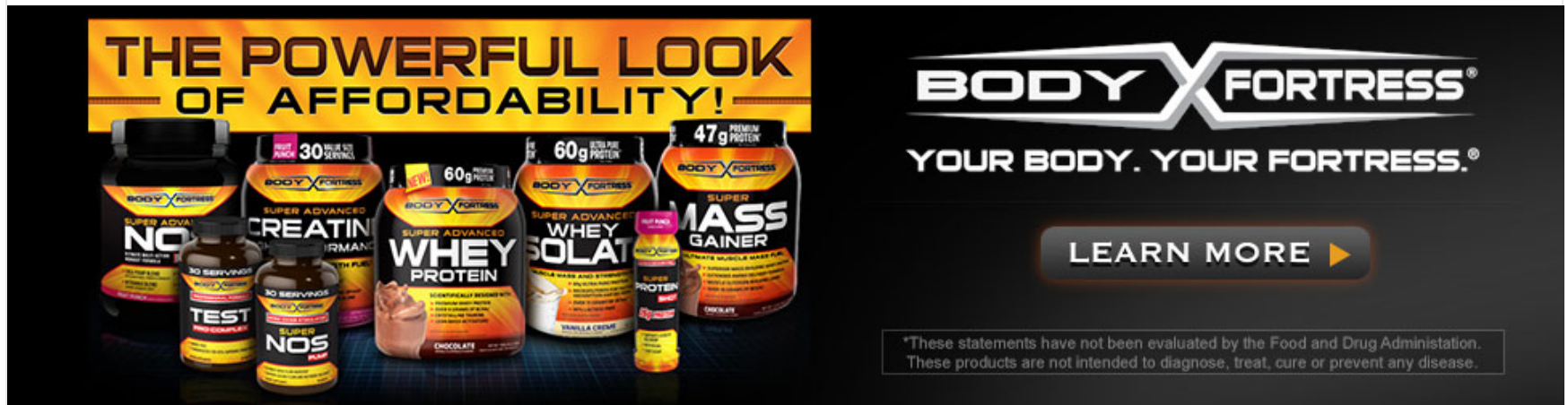
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\$10,000 Watches

Who Really Spends \$10,000 On A Watch?

Like 25

TRENDS & STYLES

THESE ARE THE BEST AMERICAN WATCHES AVAILABLE

You don't need to go look across the Atlantic for a high

WATCH SNOB

WATCH SNOB: SHOULD YOU SIZE YOUR WATCH TO YOUR HAND?

If small watches are

WATCH SNOB

WATCH SNOB: SHOULD YOU TRUST WATCH REVIEWS?

The opinionated Snob talks objectivity.



Daniel Scheffler

Besides wealthy collectors, trust fund babies, tech startup billionaires and royal families, who can afford the world's most prestigious watches?

Watch-world insiders are celebrating. The reason? **IWC** has gone back to black with their Automatic AMG Black Series Ceramic launching this fall from the flagship boutique in Manhattan. The latest from IWC Schaffhausen is part high-gloss, part silky matte, and is inspired by the the ceramic disk brakes that the Mercedes AMG Petronas F1 racing team uses. The case, made from zirconium oxide, has a swagger with the most sophisticated integrated shock-absorption technology to date. IWC's latest is incredibly beautiful and made with the greatest engineering, love and precision. And it's starting price is a cool \$12,000. So on the occasion of this launch, the question of price tag and value suddenly feels apt.

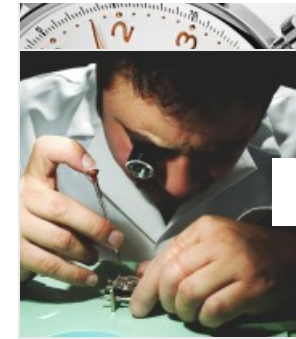
Besides wealthy collectors, trust fund babies, tech startup billionaires and members of royal families, who can afford **the world's most prestigious watches**? Who are these guys who can afford to spend \$10k on a watch? We found five such men from around the globe, and our interviews with them reveal that status, family heritage or even a simple appreciation for fine workmanship can be the driving forces behind these big purchases.

Meet five guys who actually dropped more than \$10k on their watches, and discover how they paid for them and for what reasons:

**Jan van Hoek (27), Management Consultant
Rotterdam, The Netherlands**

Tell me about your watch. *It's a Panerai Oro Rosa 42mm.*

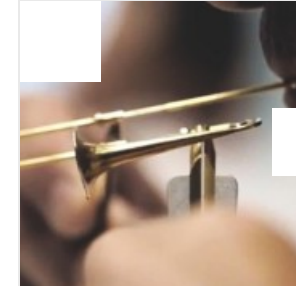
How much did you pay for it? *€10,400 (approximately \$14,000 USD).*



WATCH SNOB

THE WATCH SNOB ON WATCHMAKING

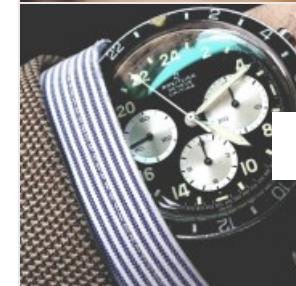
Can you learn to tinker with tickers?



GUY GEAR

THE WORLD'S TEENIEST ORCHESTRA (BUILT BY IWC)

In honor of Swiss



WATCH SNOB

WATCH SNOB: SHOULD YOU EVER BUY IN A BOUTIQUE?

The Snob talks purchasing behavior and advises on



WATCH REVIEWS

WHAT MEN ARE WEARING ON THEIR WRISTS IN CASH-STRAPPED EUROPE

Money may be tight,

WATCH SNOB

THE WATCH SNOB TAKES ON SOME BOUTIQUE BRANDS

Raymond Weil and Panerai: yay or nay?

What made you choose this watch? *Firstly, it's my only piece of jewelry; therefore I was willing to go the extra mile. Secondly I wanted to have something not a lot of people have; **cheaper watches** are just everywhere.*

How did you pay for this watch? *I saved up for quite a few months.*

AskMen's take: What makes this 10K spend worth it for this guy? Besides the recognition value that the brand offers, Jan's decision to use savings that he accumulated over a long period will make his purchase feel just so much better -- nothing is as satisfying as rewarding hard work.

Paul Lipchitz (32), Investment Banker
New York, USA

Tell me about your watch. *It is an **IWC Vintage Portuguese** Hand Wound.*

How much did you pay for it? \$9,000.

What made you choose this watch? *My father is really into collectors' watches even though I don't come from a family that had serious money. But when it comes to watches there was always something special about them so spending some money on them was an exception of sorts. Buying a nice watch is not about status to me, nor is it about impressing others. I am buying it because it is a beautiful creation.*

How did you pay for this watch? *My father bought it for me as a gift. He gave me the money and I knew exactly where to go spend it.*

AskMen's take: Besides the great choice in aesthetic, going to a brand where the timepiece is an absolute investment is the best thing Paul could have done with this amount of money.

Armin von Klagenfurt (33), Tutor
Geneva, Switzerland

Tell me about your watch. **Jaeger LeCoultre Master Control 39mm.**

How much did you pay for it? CHF8,500 (approximately \$9,100 USD).



TRENDS & STYLES

WHAT MEN ARE WEARING ON THEIR WRISTS IN STABLE SCANDINAVIA

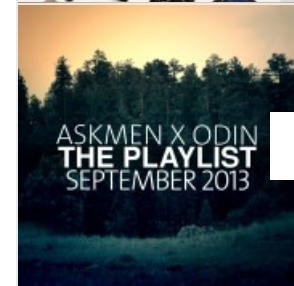
We can learn a lot



FASHION GALLERIES

100 WATCHES UNDER \$1,000

Why? Because not everyone can drop \$5K on a watch.



TRENDS & STYLES

THE MUSIC YOU NEED TO LISTEN TO THIS MONTH

We teamed up with Odin, one of our favorite men's shops



FASHION TIPS

WHO REALLY SPENDS \$10,000 ON A WATCH?

These five guys did. We sat down with each of them to find

TRENDS & STYLES

THE TRIUMPHANT RETURN OF THE STARTER JACKET

Your duds from 20

What made you choose this watch? *Subtlety and appreciation for a handsome, well-made object and for the care that went into its' making. Unlike clothing, shoes, or anything else that you wear, a watch can stay with you for life, and there is something touching about this idea of a lifelong connection to an object. My objection to most watches is that they are too big, too blingy, too complicated, and too similar to tiny briefcases full of cash that people strap to their wrists in the hope of impressing people too easily impressed by the wrong things.*

How did you pay for this watch? *I used my savings as I saw this as an investment.*

AskMen's take: What made spending \$10,000 worth it to Armin? Carefully considered, this timeless (excuse the pun) choice as an investment is exactly the way one should spend this kind of money -- for those who have the means. And buying it in Switzerland adds a certain flair to it.

Anton Steiner (25), Actor
Los Angeles, USA

Tell me about your watch. *Cartier Calibre de Cartier Chronograph 42mm.*

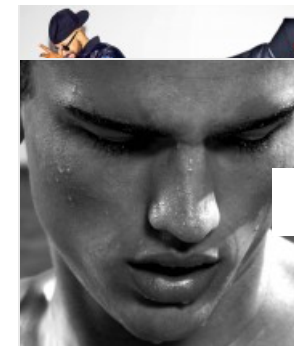
How much did you pay for it? \$11,000.

What made you choose this watch? **Status.** *I think even if watches are about "craftsmanship," it is still about status, even if its just the status of recognizing an expensive watch. Craftsmanship is only worth it if it was a piece of majestic art forged in Mount Olympus.*

How did you pay for this watch? *I put it on my credit card and am paying it off dutifully every month.*

AskMen's take: Putting a high-end watch on a credit card is much less glamorous than what anyone in Hollywood may have told Anton. And it's a pretty poor personal-finance decision. But considering that Anton was after status for status' sake, at least he made the right watch choice.

Steven Ferguson (35), Property Developer

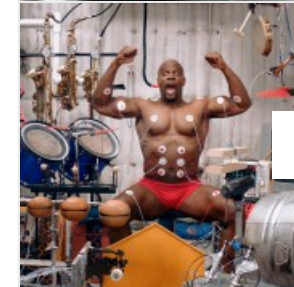


years ago are coming

FASHION TIPS

THE MOST SIGNIFICANT COLOGNES OF THE PAST 5 DECADES

What we smell like



TRENDS & STYLES

WHAT REALLY GOES INTO MAKING COLOGNE "MANLY"

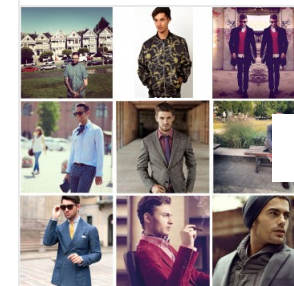
Jeremy Berger investigates what it means to smell like a



FASHION GALLERIES

GET FRESH DUDS EVERY MONTH OF THE YEAR

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FASHION GALLERIES

WHAT YOU CAN LEARN FROM THE BEST MEN'S LOOKS ON INSTAGRAM

Regular guys use

FASHION GALLERIES

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Cape Town, South Africa

Tell me about your watch. **Rolex GMT Master II.**

How much did you pay for it? *R90,000 (approximately \$9,000 USD).*

What made you choose this watch? *I'm not an appreciator of fine things like watches. I don't know the difference between an excellent watch and a knock-off, except by the name and price. But my wife told me that this was an excellent watch. It was actually simple -- I liked the color.*

How did you pay for this watch? *There were very few conditions that would have led to me spending this kind of money on a watch. It would either have needed to be a way to celebrate an event like my wedding, a big birthday or a reward for an achievement in business -- and it happened to have been all three. But usually I have a 1% rule: I spend 1% of my commission on a deal to celebrate it.*

AskMen's take: When you spend only what you can truly afford, your watch becomes a healthy symbol of your economic situation. We give a thumbs up to Steven's totally responsible splurge.

Read more



WATCH REVIEWS

THE ICONIC CARTIER WATCH

Launched in 1919, this timeless piece of horological luxury will be finding its way onto



WATCH REVIEWS

NUBEO BLACK MAMBA WATCH

Kobe Bryant proves he's got game when it comes to designing watches with the Black

WATCH REVIEWS

IF A WATCH DOESN'T HAVE THESE, DON'T BUY IT

The key signs of a timepiece's value comes from a process

WATCH SNOB

WATCH SNOB: BUYING WATCHES THAT HAVE REAL HISTORY

Own the legacy, not



FASHION TIPS

WIN \$3,500 IN LUXURY CLOTHING

Here's your chance to win clothes from the brand sported by the likes of Che Guevara

