

MEDIA/PUBLISHING

Robb Report, Patek Philippe team for rare horology experience via livestream

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Patek Philippe minute repeater

By JEN KING

Lifestyle publication Robb Report is delving into readers' passion points with the introduction of an online broadcast series presented in real time.

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Robb Report's first-ever live Master Class will concentrate on fine watchmaking, a core pillar of the publication's coverage and a topic of interest among countless discerning readers. Robb Report's first in the Master Class series will be held on Aug. 30 at 3 p.m. ET, with Swiss watchmaker Patek Philippe participating in the hour-long discussion.

"Over the past 40 years, the brand has built its audience and reputation on three basic principles: authority, passion and insight," said Brett Anderson, editor in chief of **Robb Report**. "The various stewards of the brand have dedicated their lives and careers to delving into the various categories the brand covers and developing unprecedented expertise on these subjects the source of Robb Report's authority.

"That expertise, of course, doesn't come without a passion for the subject matter, and that passion is shared by Robb Report's relatively small but highly influential audience," he said. "The editors and contributors, however, don't just pass on their knowledge; they also impart insights and inspiration through good storytelling, which places the brand's subjects in a human context.

"The Master Class is designed to showcase all three of these elements, offering an authoritative assessment of the minute repeater as rendered by one of the leading Swiss houses. We also hope to convey the passion with which the artists and engineers who make these timepieces approach their task and the passion with which enthusiasts collect the resulting examples.

"And finally, through our conversation with the members of the Patek Philippe team, we plan to tell the stories of the people behind that celebrated manufacture," he said.

An hour of minute repeaters

Robb Report's Master Class series will bring the publication's editors together with the talents from the luxury industry including craftsmen, artisans and brands to educate readers further on their niche passions.

For Master Class' First Look, Robb Report will stop by Patek Philippe's headquarters at Rockefeller Center in New York to share the watchmaker's know-how. During the boutique visit, all of which will be broadcasted via a live Web cast, powered by Brandlive, a leading web-based platform for enterprise-class branded live video, Patek Philippe will show its expertise through a display of minute-repeater timepieces.

"Watches have always had widespread appeal to our audience," Mr. Anderson said. "For our first Master Class, we wanted to do something special something that's never really been done before and in considering what type of experience we could deliver to our community, we looked at the various categories we cover and the most compelling brands.



A Patek Philippe minute repeater

"Patek Philippe holds a special place in the world of horology, and the possibility of bringing together a collection of some of the house's minute repeaters the most ever brought together in one place on United States soil excited us," he said. "We chose this particular complication because we'd have the opportunity to compare their distinctive sounds one to one in front of our viewers.

"The chimes are fun, playful and readily lend themselves to this format."

In total, First Look, hosted by Robb Report's in-house watch authority James D. Malcolmson, will share 12 Patek Philippe watches with viewers. The 12 minute-repeater timepieces are valued at approximately \$7.5 million.

The minute repeater is a watchmaking marvel, invented by an English priest in 1676 as a solution for time telling at night, before the advent of integrated lumination.

"Minute repeaters are the oldest of all the major complications and have always occupied a portion at the very top of the horologic pyramid," Mr. Malcolmson said in a statement. "They represent the only purely subjective area in the field, as it's all about the sound.

"Even a layman can compare and appreciate the results of the impeccable workmanship in what has been called one of the last truly artistic forms of watchmaking," he said.



A deconstructed minute repeater movement from a Patek Philippe timepiece

Minute repeater highlights during First Look include a white-gold tourbillon (\$520,000); a rose-gold triple-date perpetual calendar with cathedral gongs (\$690,000); a platinum retrograde perpetual calendar with tourbillon escapement (\$715,000) and a platinum automatic perpetual calendar chronograph (\$825,000).

"For aficionados of Patek Philippe, this is a unique opportunity to hear such a large number of its watches at one time and have a sense of what they sound like comparatively," Mr. Malcolmson said.

Mr. Malcolmson will be joined by Larry Pettinelli, a 28-year veteran employee of Patek Philippe and current president of the watch brand's United States division the Henri Stein Watch Agency and David Bonilla, technical manager of the Henri Stein Watch Agency.

The trio will provide expert commentary on the 12 minute repeater watches displayed, giving details of what is distinctive of each, as well as fielding questions from an interactive Q&A session.

Robb Report will broadcast Master Class Real Talk on its Web site. Registration to watch Real Talk can be found [here](#).

"Consumers, especially in the luxury market, demand a personalized experience and a close connection to the brands they love," says Fritz Brumder, founder of Brandlive. "At Brandlive we are helping to enable the trends in live video, real time interactivity and e-commerce.

"Robb Report and Patek Philippe are innovators to bring this kind of live retail experience to their audience," he said.

From page to place

Digital has become a saving grace of the print industry, as it has presented opportunities to engage with readers in a more personalized way. Increasingly, print media brands are also bringing the content that graces their pages to the physical realm.

For example, Cond Nast's Tatler is bringing its insider knowledge of the British school system to a live audience with the second edition of Tatler Schools Live.

On Oct. 10, Tatler will host its second annual seminar series that draws on the expertise of the publication and headmasters at some of the United Kingdom's most renowned prep and public schools. The live event is based on one of Tatler's signature editorial features, the Tatler Schools Guide ([see story](#)).

Also, Cond Nast's British Vogue hosted its fifth Vogue Festival May 21-22, using the fashion event as an opportunity to celebrate a milestone 100 years in print.

British Vogue's annual festival brings together the talents featured in the pages of the magazine. Attendees can partake in workshops, talks, makeovers and career advice sessions, or peruse branded merchandise in the Vogue Caf and Vogue Shop ([see story](#)).

"The live audience format enables us to have a real-time dialogue not just with our guests from Patek Philippe but also with audience members, who will be able to ask questions and participate in this very special moment, as we bring together in one place a fascinating cadre of very rare timepieces," Mr. Anderson said.