

JEWELRY

Phillips to auction off Elvis Presley-owned watch

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An iconic Elvis Presley's watch goes for sale. Image credit: Phillips.

By STAFF REPORTS

Auction house Phillips will be undergoing a historic sale with an iconic vintage Omega at this year's Geneva Watch Auction.

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On May 12 and 13, Phillips is hosting its Geneva Watch Auction at Htel La Rserve. At this year's auction, a manually-wound Omega calibre 510 that was originally owned by rock and roll icon Elvis Presley will be put up for sale.

Iconic timepiece

In 1961, Mr. Presley received the Omega watch as a gift from his label, RCA Records, when he first sold 75 million records.

The watch was traded by the rock 'n' roll icon to an admirer of the timepiece, who then passed it on to his nephew. The nephew who is currently in possession of the watch is putting it up for auction in May.

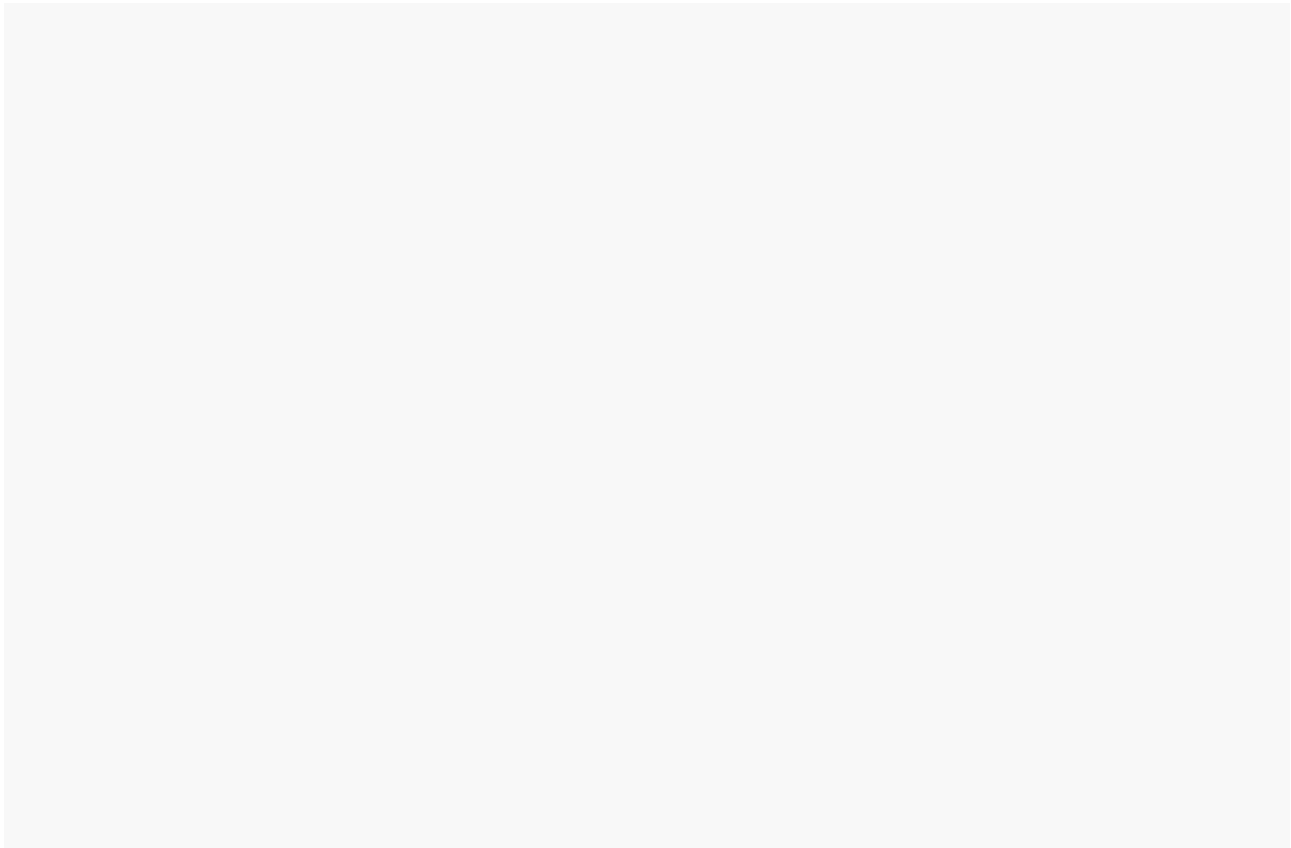
Mr. Presley's watch is an 18-carat white gold and diamond-adorned Omega wristwatch. The present was gifted to him alongside a commemorative plaque to celebrate the milestone record sales.

The item was purchased at Tiffany & Co., with the inscription, "To Elvis, 75 Million Records, RCA Victor, 12-25-60."

While Mr. Presley was known to often give away his purchased timepieces, with many going up for auction, this is the most important watch, as it celebrates such an iconic time period for the musician.

Certificates of authenticity from the Elvis Presley Museum that prove its importance and worth will be included in the sale, along with the book "Elvis" by Dave Marsh. The book contains images of Mr. Presley wearing the watch.

Before the auction, the watch will be available to view on display at Opera Gallery Miami Design District during Watches & Wonders Miami from Feb. 16 to Feb. 18.



Elvis Presley's diamond-set @omega wristwatch is coming to auction. In 1975, RCA Records gifted Elvis Presley an 18-karat white gold and diamond Omega wristwatch, purchased by them at Tiffany & Co. The perfectly preserved case back inscription reads: "To Elvis 75 Million Records RCA Victor 12-25-60". This prestigious piece is a highlight from @phillipswatches Geneva Watch Auction: SEVEN #GWA7 12-13 May. Catch up with our specialists in #Miami this weekend for Watches and Wonders, full details available on @phillipswatches. Read the full story on phillips.com. Link in bio.

A post shared by Phillips (@phillipsauction) on Feb 16, 2018 at 4:42am PST

Individuals who have made an impact on society can add great value to their possessions.

Many auction houses often see significant sales from products that have been owned by an important person or influence, much like the sale of Mr. Presley's Omega.

For instance, Bonhams New York was recently appointed by the former owners of Cartier Paris to auction a collection of fine jewelry during its September sale.

During Bonhams' sale Sept. 19 in New York, the auction house put the personal collection of Gloria "Gigi" Guggenheim Danziger under the hammer. Due to the lots' connection to Cartier's heritage and the collection's provenance, the pieces captured buyers' interest, as those with interesting backstories often sell best ([see more](#)).