

JEWELRY

Phillips to auction "unicorn" Rolex for charity

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The white gold Rolex Cosmograph Daytona, reference 6265 will benefit Children's Action. Image courtesy of Phillips

By STAFF REPORTS

Auction house Phillips, in association with Bacs & Russo, is putting a rare Rolex timepiece up for sale for a cause.

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A vintage white gold Rolex Cosmograph Daytona, reference 6265, will headline Phillips' "Daytona Ultimatum" sale on May 12. The watch is the only known timepiece of its kind, making this sale the first time most will have seen it in person.

One-of-a-kind watch

Sometimes referred to as "The Unicorn," the white gold Daytona timepiece is said to have been created as a one-off piece. It was ordered by a German specialty retailer, produced in 1970 and sold in 1971.

Before the discovery of the watch a decade ago, horologists believed that Rolex only made its manually wound Daytona timepieces in stainless steel or yellow gold.

The watch's owner, John Goldberger, had always insisted he would not sell the piece. However, the watch collector reconsidered after realizing what good could come of a sale, choosing to auction it for charity.

When it is sold this spring, the proceeds will benefit Children's Action.



The Rolex is the only know one of its kind. Image courtesy of Phillips

"I never dreamt I would one day sell this watch, and I have known about this watch for long enough to realize what it means to John Goldberger to have come to this decision," said Aurel Bacs, senior consultant of Bacs & Russo, in a statement. "I am therefore honored to have been entrusted with the sale of such an extremely important piece, the only white gold manual winding Daytona known to the world.

"This watch will be remembered for all the good it will do when it is sold for the benefit of Children Action, this May, as part of our Daytona Ultimatum thematic auction."

Phillips' Daytona Ultimatum will include 32 of the rarest Rolex Daytonas.

Timepieces with stories have received hefty sums at auction.

A Rolex Daytona watch previously owned by Paul Newman incited a 12-minute bidding war during a 2017 Phillips sale, with a winning bid of more than \$17 million.

Along with the Rolex sale, the auction house will be undergoing a historic sale with an iconic vintage Omega at this year's Geneva Watch Auction.

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 ([see story](#)).

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