



Authenticity

Introduction

The authenticity of watches in horology

Authenticity in horology is not just a simple guarantee of a watch's origin; it is the very foundation of the value, quality, and history associated with each timepiece. The authenticity of a luxury watch is an essential attribute that combines technical, historical, and aesthetic elements, assuring collectors and enthusiasts that they possess a genuine piece worthy of their investment.

The importance of authenticity

1. *Financial value*

Authenticity plays a crucial role in maintaining the value of luxury watches. It directly impacts the financial value, quality, prestige, and reliability of each piece.

2. *Quality and craftsmanship*

Owning an authentic luxury watch means possessing a part of the brand's history and prestige. Renowned watchmaking houses have a long tradition and reputation for excellence. This authenticity confers a status and prestige that cannot be matched by replicas.

3. *Prestige and history*

Owning an authentic luxury watch means possessing a part of the brand's history and prestige. Renowned watchmaking houses have a long tradition and reputation for excellence. This authenticity confers a status and prestige that cannot be matched by replicas.



Definition of authenticity

In the context of horology, authenticity refers to the veracity and integrity of the watch's components, design, and manufacture. An authentic watch is one where all elements comply with the manufacturer's original specifications and have not been altered by non-compliant parts or unauthorized modifications.

Authenticity is defined by several essential criteria:

1. *Origin and manufacture*

An authentic watch is manufactured by a recognized brand or watchmaker, using quality materials and precise, sophisticated manufacturing techniques. Authentic watches bear the signatures of their creators, including unique serial numbers and distinctive marks.

2. *Quality materials*

The materials used in an authentic watch are verified for their purity and quality. This includes precious metals like gold and platinum, as well as carefully selected and authenticated gemstones.

3. *Mechanism and operation*

The heart of authenticity often lies in the watch's movement. Mechanical or automatic movements, often visible through a transparent case back, are masterpieces of precision. Each component is hand-adjusted by skilled watchmakers, ensuring precise and durable operation.

4. *Aesthetics and design*

Authentic watches adhere to the aesthetic codes of their time and creator. Every detail, from the dial to the hands and typography, is meticulously designed to reflect the brand's identity and heritage.

5. *Documentation and provenance*

An authentic watch is generally accompanied by original documents, including certificates of authenticity, user manuals, and service histories. These documents attest not only to the watch's authenticity but also to its history and maintenance.

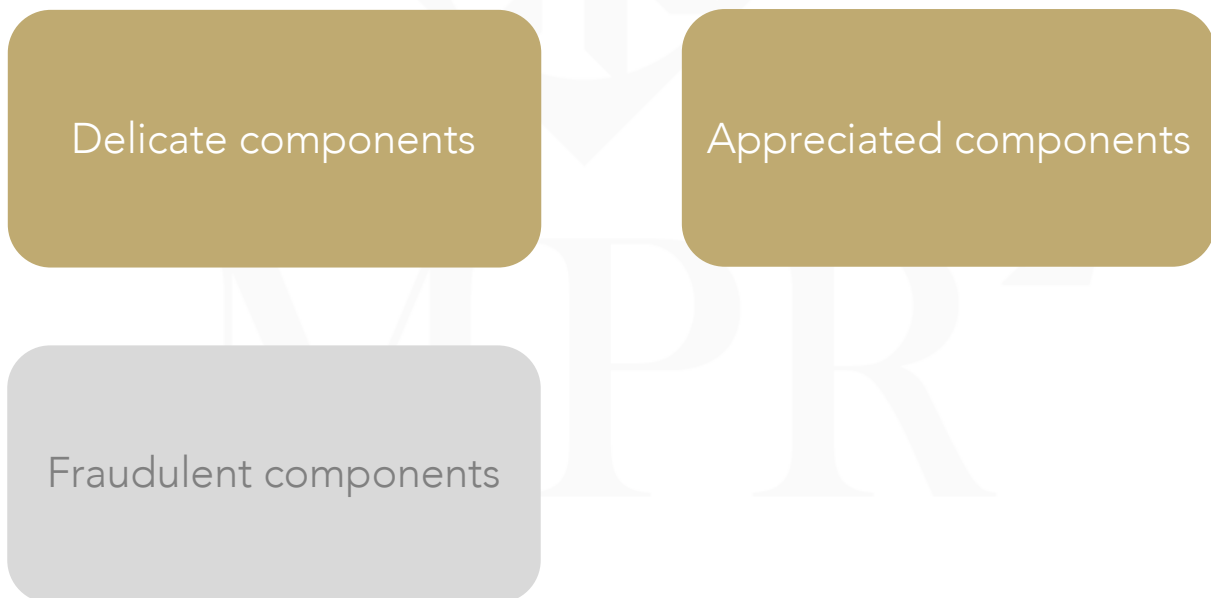


Our authenticity criteria

Definition and categorization of watch components

To ensure the authenticity of each watch we certify, we have established rigorous criteria that categorize all watch components into three distinct categories.

This categorization allows us to clearly define which parts of a watch can be replaced while remaining authentic timepieces. Through this structured approach, we are able to provide a precise understanding of what we mean by « authenticity » and detail the criteria a watch must meet to receive our certification.



Fraudulent components are not considered authentic parts



Delicate components

In horology, some components of a watch are considered particularly delicate due to their crucial role in the functionality, aesthetics, and authenticity of the piece. Here is a description of the main delicate components of a watch:

Case and case back

The case is the outer shell protecting the watch's internal movement. It is often made from high-quality materials. The case back contributes to the watch's water resistance and protection. Companies often engrave specific information and serial numbers on the case back to guarantee the authenticity of their product.

The case and case back must be original and match the model reference.

Particulars

- If the case has been retouched or modified in a way that makes it difficult to identify the timepiece, we no longer consider the watch authentic.
- If the case or case back has been customized by an external party, it makes the piece a « custom » watch.

Dial

The dial is the face of the watch where hours, minutes, and other complications (date, moon phases, etc.) are displayed. It may be adorned with fine details such as applied indices, embossed markings, and sophisticated finishes. The aesthetics of the dial play a crucial role in the watch's overall appearance.

The dial must be original and match the reference model.

Particulars

- If the dial has been customized by an external party, it makes the piece a « custom » watch.



Movement et movement plate

The movement is the internal mechanism of the watch that regulates time. It can be mechanical, automatic, or quartz. The movement plate is the base on which all movement components are mounted. The precision, complexity, and finishing of the movement are key indicators of a watch's quality.

The main components and movement plate must match the model caliber and come from the specified manufacturer.

Appreciated components

Certain parts of the watch can be replaced or restored without compromising its authenticity. These components must be replaced with original parts from the manufacturer or approved parts that meet the brand's specifications and standards. Any modification or replacement with non-authentic parts results in the exclusion of the watch from certification.

Glass

The glass covers the dial and protects the watch from external elements. Glasses can be made of sapphire, mineral, or acrylic. Prestigious brands often affix a small logo or discreet engraving on the glass, a detail difficult for counterfeiters to replicate.

Particulars

- Replacing the glass with a material other than what was originally provided does not allow us to consider the watch authentic.
- Marked glasses must be replaced exclusively with glass featuring a similar engraving.



Crown and pushers

The crown is the small button on the side of the case used to set the time and wind the movement. The crown, a critical component for the watch's functionality and water resistance, is often engraved with the brand's logo. Pushers, located on the case, are generally used to control chronographic functions or other complications. Pushers are additional buttons and must be easy to use while being watertight to protect the internal movement.

The pushers and crown must meet the specifications of the original manufacturer.

Hands

The hands indicate hours, minutes, and seconds on the dial. They are carefully crafted and may feature specific details such as luminescent treatments, unique shapes, and polished or brushed finishes. The precision of their manufacture and alignment is essential for accurate time reading.

Particulars

- Any modification or replacement with non-equivalent parts to the original model results in the exclusion from certification.

Bezel

The bezel is the outer ring surrounding the dial. It can be fixed or rotating and is often used for specific functions like dive time calculations or tachymeters. Authentic bezels are made with robust materials and may feature specific engravings or inlays.



Strap

Precious metal strap

- The bracelet matches the one provided by the issuing brand
- An authenticity hallmark must be stamped for any precious metal bracelet.

Other strap (steel, leather, textile, etc.)

- The bracelet matches the one provided by the issuing brand.

Movement components

The internal movement components, including gears, springs, and escapement, are the heart of the watch. They play a crucial role in determining its accuracy and durability. Authentic movements are often decorated and finely adjusted. The quality and condition of these components are key indicators of a watch's value and authenticity.

Wear et replacement of components

Wear of parts :

Screws, wheels, pinions, springs, gaskets, and other similar parts experience significant wear over time. These components are subject to constant movement and may require maintenance or replacement to maintain the watch's accuracy and proper functioning.

Common replacement :

Replacing certain movement components is a common practice and does not affect the authenticity of the watch.

Quality of replacement parts :

Replaced components may be equivalent or higher quality to the original parts but they must be certified and comply with the standards of the watchmaking industry.



Fraudulent components

We adhere to rigorous standards for authenticating luxury watches. Our commitment to authenticity means that certain watch components cannot be certified under our certification process.

We protect our clients' interests and maintain the integrity of the watchmaking industry by eliminating fraudulent components and reinforcing trust in luxury watches.

Exclusion of Fraudulent Components

Policy on aftermarket components :

We prohibit the certification of watches that contain aftermarket parts displaying the original watchmaker's brand or logo. Non-original components that imitate the brand are specifically excluded from our certification process.

Authenticity criteria :

Watches must contain only original parts from the manufacturer to be certified. We ensure that all essential parts, including the case, case back, dial, movement, movement plate, crowns, hands, bezels, pushers, and bracelets, meet our strict authenticity criteria.

Integrity and transparency :

We guarantee a transparent and honest certification process. Each watch is thoroughly inspected to ensure the authenticity of its components. Watches containing modified or non-compliant elements are systematically rejected.

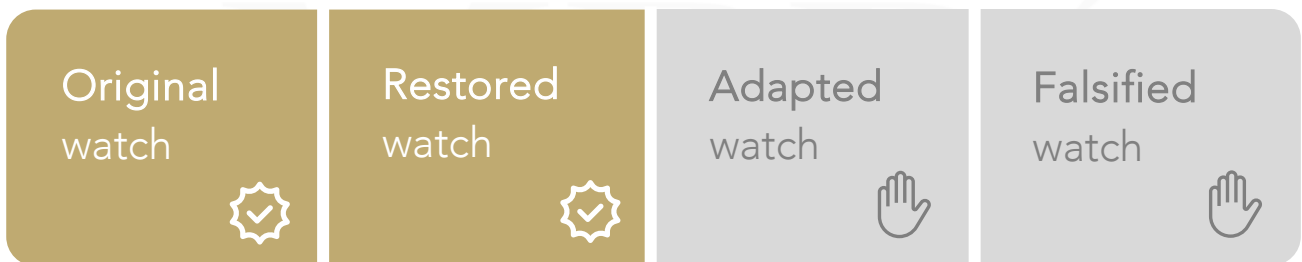


Our authenticity criteria

Definition and categorizations of status

The world of watchmaking is based on the precision, quality and authenticity of watches. When evaluating the authenticity of a watch, it is essential to understand the different status in which a watch can be found.

Each condition reflects the history and the care taken to the watch from its creation to its maintenance and possible modifications. This classification helps not only experts to assess the value and condition of the watch, but also buyers to make informed decisions. We will explore the various possible status of a watch, namely the original, reworked, adapted and falsified or counterfeit watches, and explain the quality and integrity criteria that apply to each of these statuses.



Falsified watches are not considered authentic



Original watch

A watch is considered to be original when all its main components are those installed during its initial manufacture. This includes the movement, case, dial, hands and other key elements. Original watches are the most valuable because of their complete authenticity

- The watch includes all the original parts present at the time of manufacture.
- The watch does not contain any reworked parts, customization or aftermarket parts.
- The aesthetics and condition of the case, bezel and bracelet correspond to those of the time of initial production.

Restored watch

A reworked watch contains components that have been repaired, restored or replaced with original or approved parts. As long as these modifications respect the quality and authenticity standards of the brand, the watch can always be considered authentic and eligible for our certification.

- All the delicate and essential components of the watch are authentic. However, some parts, such as appreciated components may have been replaced or restored during authorized maintenance.



Adapted watch

An adapted watch has undergone more significant modifications than just minor repairs or replacements. In this case, appreciated components may have been restored or repaired without going through the manufacturer's approval, while retaining all the original delicate components.

- All delicate and essential components remain original.
- Appreciated components are restored or repaired without brand approval.

Falsified watch

A falsified watch, also called a counterfeit, is an unauthorized and illegal replica of a branded watch. Unlike genuine watches, which are made with high-quality materials and advanced production techniques, falsified watches are usually produced with lower quality components and inferior manufacturing methods.

- An important component is not original and is not authentic.
- At least one appreciation or delicate component has been replaced by an aftermarket part not from the same brand.
- Any component has been modified without prior authorization from the factory.
- The entire watch is a replica or a counterfeit.
- The watch includes various original components from different models, but does not contain any counterfeit parts.

