



Celebrity Watches

WATCHES THAT ADORN
THE RICH AND FAMOUS



Queen Elizabeth II

**BUY ONCE,
BUY WELL**

So what was the watch that **King Charles III** was seen wearing as he went about fulfilling his royal duties and attending to mourning crowds in the wake of his mother **Queen Elizabeth II's demise**? Well the new monarch sported a **Parmigiani Fleurier** automatic Toric Chronograph. Parmigiani Fleurier isn't anywhere as famous or as storied as many of the other celebrated watch brands that adorn royalty in other geographies, and also **celebrities from sports, movies and music**. But a Parmigiani is a Parmigiani – it is a **'buy once, buy well'** masterpiece.

Parmigiani Fleurier was launched as recently as **1996**. Which really makes it a Johnny-come-lately in the elite world of watches. But Charles apparently sought the brand out. As he told British Vogue in the fall of 2020. **"I'm lucky because I can find marvelous people who are brilliant makers of the things that I appreciate, and because of that, I try to keep them going for longer"**.

Parmigiani Fleurier founder **Michel Parmigiani** fits the description of **'marvelous people who are brilliant makers'** a hundred percent. Michel was a master restorer, and even worked at the **Patek Philippe** Museum before launching his own brand.



Michel Parmigiani

GQ

As GQ magazine famously wrote in its latest edition, “Michel launched his brand with the Toric model. Like many prestigious watches, the goods are in the details. Pay close attention to the moon counterweight on the seconds hand, the elegant numerals in the date window, and that uniquely textured bezel. The bezels are “knurled” by hand, a groove-creating process you’re most likely to see out in the world on the grippy handles of dumbbells”.



Klosters Resort, Switzerland

Charles is said to have purchased the Parmigiani in the late '90s or perhaps the early 2000s at the **Klosters resort in Switzerland**. It is the favourite winter resort of the Windsors. By the way, Charles also wore the same watch in 2018 for **Prince Harry and Meghan Markle's** wedding.

For those curious to know, **Prince William** is reportedly known for exclusively wearing an **Omega Seamaster**, while **Harry** favours the **Rolex Explorer II** and the **Breitling Aerospace**. **Queen Elizabeth** was said to be more adventurous: her collection of wrist-wear included at least one **Audemars Piguet** and multiple **Jaeger-LeCoultre** and **Patek Philippe** – especially the **Patek Philippe Ellipse**. **Lady Diana**, of course, was known to love her **Cartier Tank**.



Carol Goyal

- Excerpted from “Brands that maketh a King” by **Carol Goyal** in **The Economic Times Brand Equity**

Rolex Oyster Perpetual Day Date



Also known as the Presidents watch due to its popularity among US Presidents, the Oyster Perpetual Day Date is a Rolex classic. Made of 18k gold, the Day Date was launched in 1956 and was the first ever waterproof chronograph watch. Its association with US Presidents has added to the watch's prestige. A real status symbol, the Rolex Oyster Perpetual Day Date is often seen on many a celebrity's wrist.

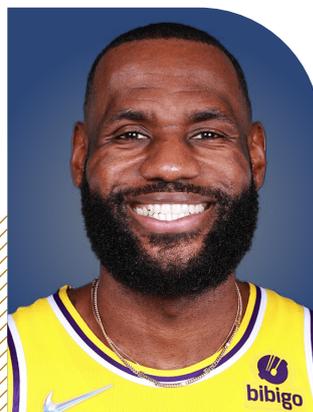
Rolex Oyster Celebrity Customers



Justin
Timberlake



Warren
Buffet



LeBron
James



Victoria
Beckham

Cartier Ballon Bleu



Cartier was once referred to by King Edward VII as “the jeweller of kings and the king of jewellers”. This modern classic is popular has been worn by British royalty and Hollywood actresses alike. With its clean face and soft curves, the Ballon Bleu is an elegant design. Ballon Bleu is truly a design in perfect harmony with those who wear it and the world that surrounds it.

Cartier Ballon Bleu Superstar Clients



Kate
Middleton



Kris
Jenner



Sofia
Vergara



Audemars Piguet Royal Oak Quartz



With its striking, octagonal face, the Audemars Piguet Royal Oak Quartz has become incredibly popular among celebrities. A rarity in luxury watches, the Royal Oak is made of stainless steel instead of gold or platinum.



Audemars Piguet Rockstar Clients

AP
AUDEMARS PIGUET



Kylie
Jenner



Jay Z



LeBron
James



Usher

Rolex Daytona



With a notoriously long wait time to buy a Rolex Daytona, this watch is incredibly popular with celebrities. Launched in 1963, the Daytona was inspired by racecar driving. Robust and highly legible, the Daytona not only a stylish but also a practical luxury watch. More than 50 years after its creation, the Cosmograph Daytona remains in a class of its own among sport chronographs.

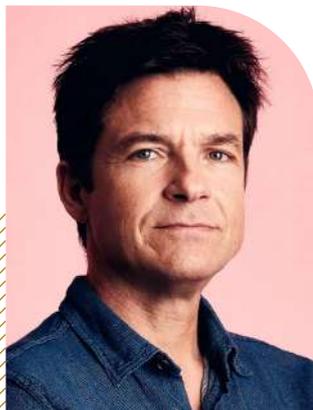
Rolex Daytona Famous Buyers



ROLEX



Miley
Cyrus



Jason
Bateman



John
Meyer



Leonardo
Dicaprio

IWC Portofino



Elegant and timeless in design, the IWC Portofino is a classic addition to any watch collection. With its clean lines and simplicity of design, the IWC is the epitome of understated elegance. Celebrities favor this watch for its subtle yet classy look. The uncluttered dial with Roman numerals and simple hour markers is what makes the IWC Portofino complete in addition to its slim feuille hands.

IWC Portofino Well-Known Patrons

IWC
SCHAFFHAUSEN



Emily Ratajowski



Kate Mara



Tiger Woods Rolex

Tiger Woods can be seen wearing the **Sea-Dweller Deepsea** and the **D-Blue**. He was spotted wearing the **D-Blue** when he won his **fifth Masters tournament** in 2019.



Rory McIlroy Omega

Rory McIlroy has been seen wearing a few different models, from the **Seamaster Aqua Terra** to the **Speedmaster Aventurine**. He even has a special Speedmaster “**Rory McIlroy**” edition. McIlroy also helped design an **Aqua Terra “Ultra Light”**, which he wore during his practice round at the 2019 **Omega European Masters**.



Bubba Watson / Richard Mille

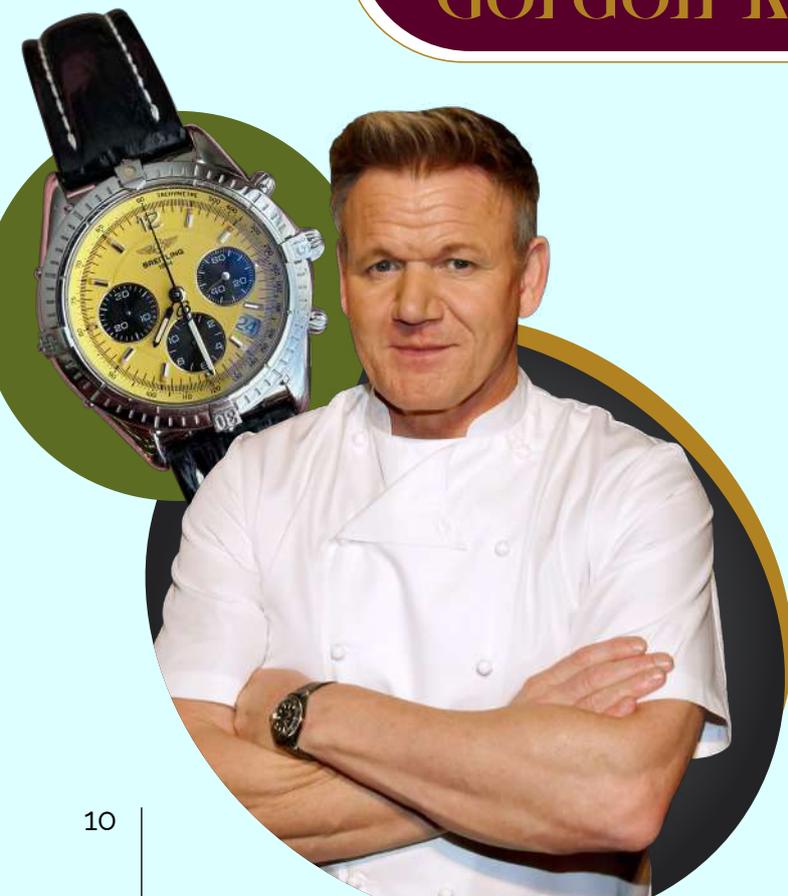
Bubba Watson wears a Richard Mille watch while he's playing. Watson can be spotted wearing his **RM 38-01**, with a retail value of **\$825,000**. The watch has a **g-sensor** measuring his swing, is made of light weight titanium and is white and green, with the green being specifically for his two Masters wins. **He's been wearing Richard Mille since 2011** and has had three watches designed for him by the brand.



Gordon Ramsay / Breitling

In a **MasterChef** episode, Chef Ramsay is wearing a bold watch with yellow dial. This standout piece is none other than the **Cockpit Chronograph from Breitling**.

This isn't his only watch in the collection, he also wears an **Everose Rolex Yachtmaster**, a **Submariner "Smurf"**, and a vintage **1950's Rolex Submariner**.



Rihanna Piaget Polo



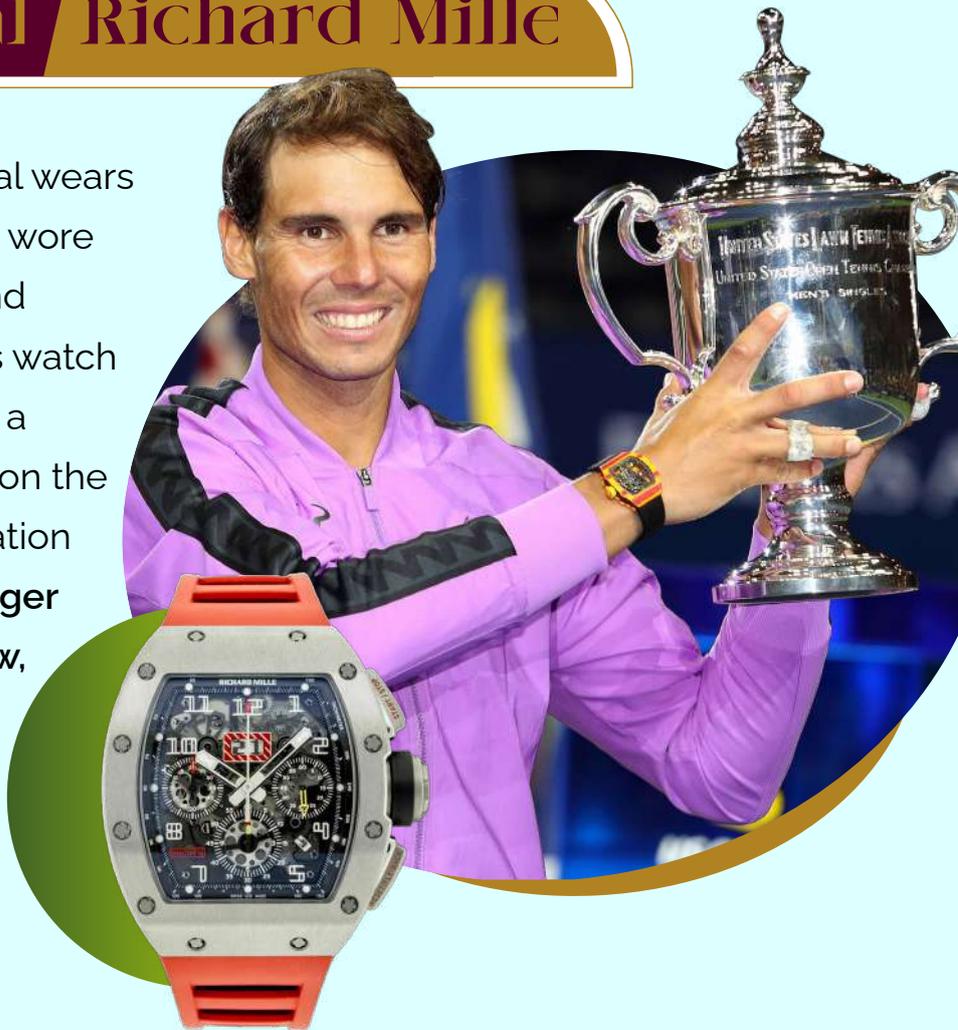
One of the best-selling musical artists, and no stranger to fashion, style icon Rihanna has been known to wear a few different watches over the years. While she wears mainly **Rolex**, she doesn't let that stop her from taking fashion into account and wearing iconic models from other brands.

In her 2008 music video for '**Take A Bow**' she wore a simple black outfit and gold jewelry, one of the prominent pieces in the opening scene is an all yellow gold **Piaget Polo**. Changing up her style, she has been seen wearing a two-tone **36mm ladies Datejust** and **36mm yellow gold Day-Date**. She was also partnered with **Chopard in 2017**, where we saw her experimenting with more diamond watches. She also wears a classic **Cartier Panthere**, which can be seen in a promo-video for her **Fenty Beauty** collection.



Rafael Nadal / Richard Mille

Iconic tennis star Rafael Nadal wears **Richard Mille**. In 2020, Nadal wore the latest model worth around **\$1million**, the **RM 27-04**. This watch can withstand 12,000 Gs and a pool-blue strap to stand out on the court. The previous collaboration was the **RM 27-03** and was **tiger strapped with red and yellow**, a homage to Nadal's home country of Spain.



Serena Williams / Audemars Piguet

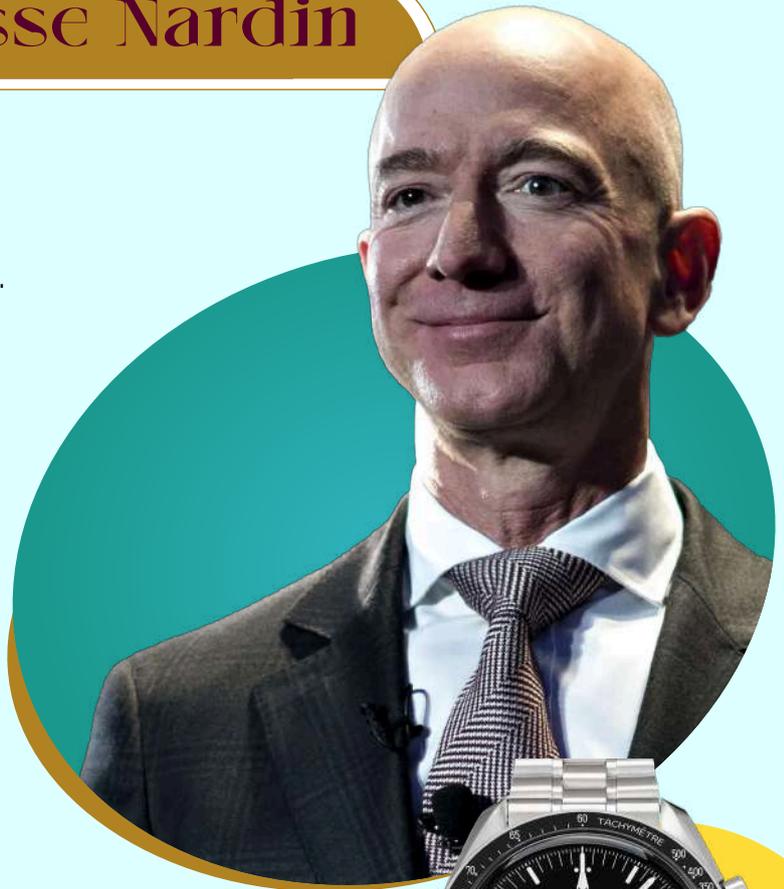
The tennis superstar with **23 grand slam titles**, Serena Williams partnered with **Audemars Piguet** over 6 years ago. She became the face of the **Royal Oak Offshore** in 2014 and has been seen wearing the **Offshore Chronograph** while playing. When she has more formal events, she opts for dressier pieces from the brand, such as a **rose gold Millenary**.



Jeff Bezos / Ulysse Nardin

Bezos seems to be an occasional watch collector, with some very nice, although not extravagant timepieces. Bezos owns a very nice **Ulysse Nardin Dual Time** that he has been spotted wearing many times.

Recently, Bezos flew on a suborbital flight into space, reaching a peak altitude of **66.5 miles**. For this flight, Bezos went with the classic - an **Omega Speedmaster "moon watch"**. The Speedmaster was the first watch worn on the moon during the **Apollo Missions**. Omega made Bezos a custom strap and he wore the watch around his suit, perhaps an homage to the astronauts that wear their watches outside their spacesuits (so that they can use the watch while on space walk/on the moon).



Mark Zuckerberg

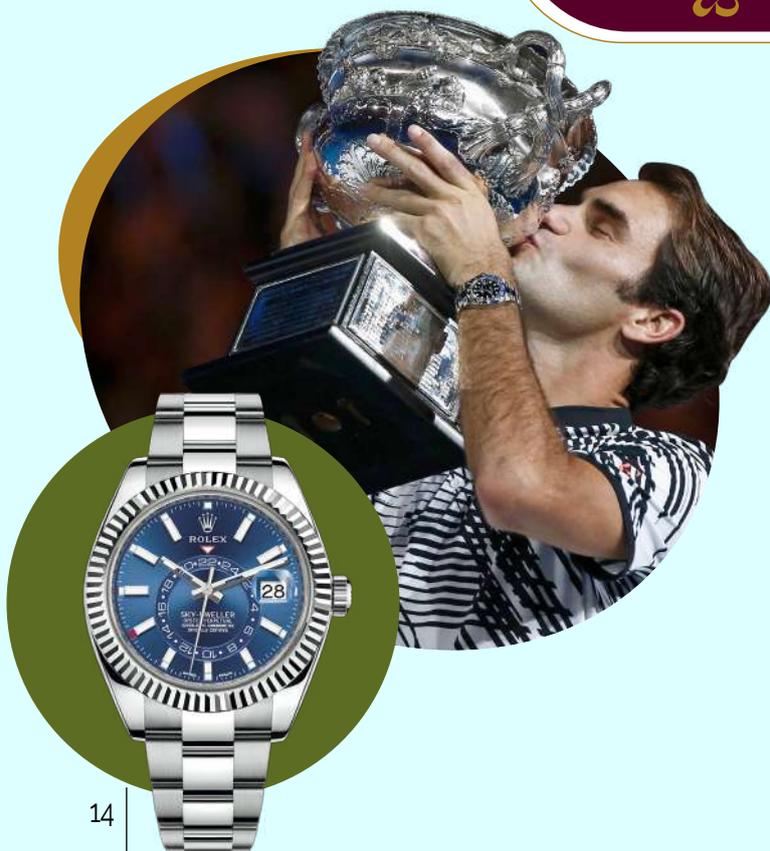
You won't see Zuckerberg in a Rolex or checking notifications on his Apple Watch; the 36-year old doesn't wear a watch. Zuckerberg was spotted wearing an aqua green plastic wristband (the kind you get when you go to a convention or house music festival).



Roger Federer Rolex

Roger Federer has quite the collection of **Rolex watches**. He was wearing his **Rolex Datejust II** in 2009 when he lifted the trophy after winning the **French Open** for the first time.

Other Rolex models in his expansive collection include a **GMT-Master II "Batman"**, **Daytona "Big Red"** and the elusive blue dial **Sky-Dweller**.



Elon Musk Omega Seamaster

While Elon might not be a watch guy, he is a guy with a couple of stand out watches. Back in the nascent **Tesla** days Musk was spied wearing an **Omega Seamaster Aqua Terra**, a clean, dressy interpretation of the iconic dive watch with a **41mm face** and a stainless steel bracelet that can survive **150m beneath the sea** (unconfirmed whether it can handle Mars). Omega connection aside, the watch that has spent the most time on Musk's wrist is a **TAG Heuer** with a personal connection. Launched in 2012 to celebrate the **50-year anniversary** of the model being the first watch to be worn in space by **John Glenn in 1962**, the **TAG Heuer Carrera Calibre 1887 SpaceX Chronograph** is co-branded with a depiction of a **SpaceX** rocket on the face and caseback and is limited to 2012 editions.



Barack Obama Tag Heuer

President Barack Obama could be found wearing a **Tag Heuer Series 1500** in the **10 to 15 years** before he was elected into office. For his **46th birthday** in 2007, he was gifted a **Jorg Gray JG6500** from his **Secret Service team**. Jorg Gray has been making watches in the United States since the late 90's, making it a perfect fit for the **American President**.

Now that he is no longer in office, he has been seen wearing a **Rolex Cellini reference 50509** when attending the *Invictus Games* a few years ago.



Bill Clinton Panerai PAM

Similarly to President Obama, **President Clinton** wore a more understated watch during his presidency in the 1990s. He wore a **Timex Ironman digital watch** to his inaugural ball in **1993**, which was called an “**unsightly blemish**” and a “**wrist gargoyle**” by the **Washington Post Style** section. **Newsweek** called his preference “**technonerd.**”

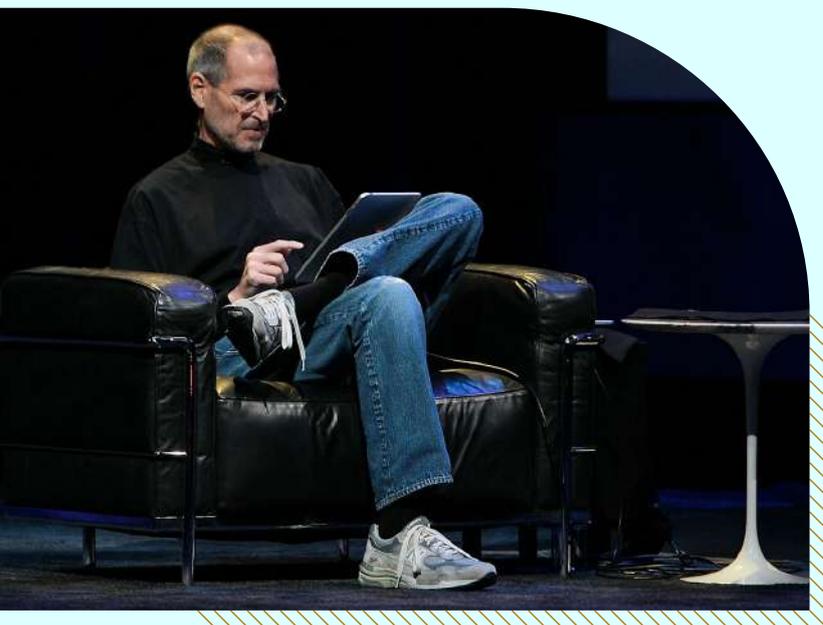
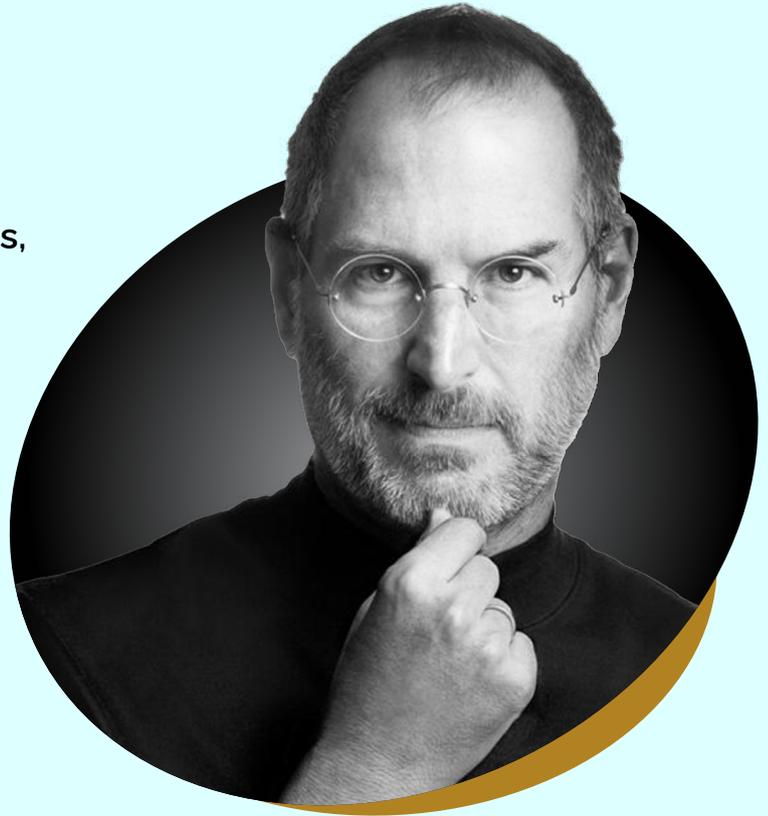
After leaving office however, President Clinton started to explore his watch tastes. His collection now includes a **PAM 89 Luminor GMT**, **PAM 282 Radiomir Black Seal** and a **Jaeger-LeCoultre Master Compressor Alarm Navy Seals**. He has also worn a limited edition **A. Lange & Sohne Grosse Langematik Gangreserve** in platinum.



Steve Jobs Seiko Quartz

Outside of the tech-world, Steve Jobs is known for being obsessed with simplifying everything. His uniform was a **pair of New Balances, Levi's and a black turtleneck**. His watch style also mirrored this simplicity. Steve Jobs wore a **Seiko Quartz 6431-6030**. It is a classic 3-hand design with arabic numerals on a **white dial with a black leather strap**.

This watch went up for **auction** a few years **after Jobs passed away**, and in **2016** his watch sold for **\$42,500**. **Seiko reissued** the watch in **2017** as a limited release.



Indian and Bollywood Celebrities and their Luxury Watches

Shah Rukh Khan Patek Philippe

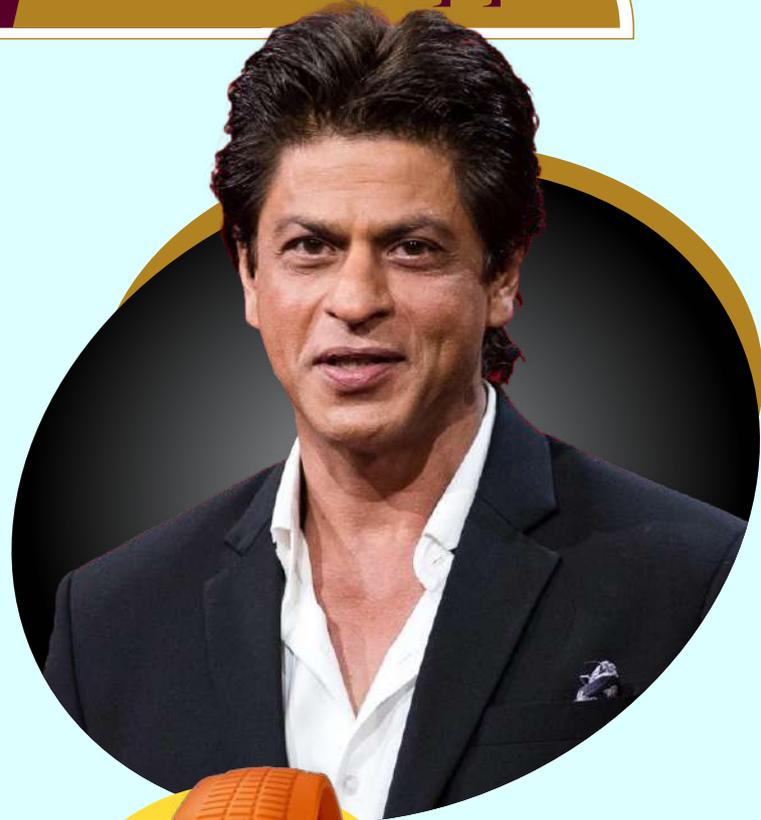
Shahrukh Khan's watch collection is one for the ages. There are so many amazing timepieces in the **Bollywood actor's collection** that we can basically count them for days. Let's start with something classy, shall we?

For one of the award functions, SRK was spotted wearing **Patek Philippe Aquanaut 5968A**.

A brand that's fit for the kings, he was spotted wearing **Rolex Cosmograph Daytona** with a steel strap.

Shah Rukh is the brand ambassador of **TAG Heuer**, which naturally means he owns several timepieces from the brand. This one in question is called **Monaco Sixty Nine**, and it comes with a black dial with a digital chronograph display and stainless steel brushed bezel.

SRK, besides showing off his **Rolex watch**, has also worn a classic timepiece from **Audemars Piguet**. **The Royal Oak Offshore** watch has a steel case with a blue alligator leather strap.

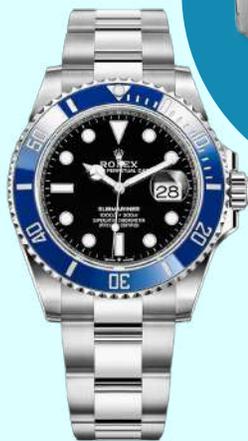


Saif Ali Khan Patek Philippe

The Patek Phillips Nautilus watch is one of Saif's favourite and is the one, which we can see him wearing on numerous occasions.

Rolex Yachtmaster 2

Rolex Submariner



Ayushman Khurana

Daniel Wellington

Daniel Wellington, the globally renowned watch brand, known for its detail-oriented and sleek design, has its target set on India. Since its inception, Daniel Wellington has established itself as one of the fastest growing and most beloved brands in the industry and now welcomes Ayushmann Khurana as their new brand ambassador.



Aishwarya Rai Bachchan

1999 was the year Aishwarya Rai Bachchan joined the **Longines** family as their **Ambassador for Elegance**. Since then, both the brand and the Indian actress have shared a long and loving relationship. As 2019 marks the 20 year anniversary of this partnership, Longines released a special timepiece - the **DolceVita Elegance Celebration** dedicated to the superwoman.

Longines



Deepika Padukone

Tissot

Deepika Padukone had signed an agreement in **2007** with **Tissot** to become the brand's first **brand ambassador in India** and the **"Face of Tissot"** worldwide.



Ranveer Singh

Franck Muller

Ranveer owns a super expensive watch, a **Franck Muller** that is worth **Rs 2.6 crore**. Ranveer is the brand ambassador of **Franck Muller's** watch and has a huge collection of the same. It is made up of pure white gold and covered beautifully with some stunning diamonds, which added to the overall beauty of the wristwatch to an unmatched level.



Anushka Sharma

Rolex Cosmograph



She recently donned **Cosmograph Daytona Rose Dial 18K Everose Gold Oyster Bracelet Automatic Men's Watch \$65,879** which roughly comes up to **Rs 49,07,227**.

Alia Bhatt Titan Raga

The newly-wedded actress is seen as a bride-to-be who is expressing herself uninhibitedly in tune with her own raga amidst a typical wedding set-up. Through a light-hearted concept, “**Boldly Beautiful**” encourages consumers to be themselves unapologetically, and establishes **Raga** as the perfect accessory for these bold and beautiful expressions.



Virat Kohli

Audemars Piguet

His watch collection extends from multiple pieces of **Rolex** watches to a couple of **Audemars Piguet's Royal Oak** collection and **Patek Philippe's** most popular **Nautilus** and **Aquanaut** timepieces – he has them all.



Hardik Pandya

Patek Philippe

Known to flaunt his unique personal style on and off the field, Pandya stars in many lists as a **top-notch watch collector**. His extensive collection features timepieces from big brands like **Rolex, Patek Philippe** and **Audemars** and much more.



MS Dhoni Panerai

As the **Indian brand ambassador** for **Panerai**, it comes as no surprise that Mahi has been spotted time and again sporting a Panerai watch. The Swiss brand had also released two special edition watches – the **Luminor GMT** and the **Luminor Chrono Flyback** in partnership with Dhoni. However, Captain Cool also wears many watches from other brands like **Rolex, IWC** and **Graham** etc.

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