

# TIME ZONE *with* JEREMY OSTER

Does anyone think that 50 years from now your descendants will proudly show off the Apple Watch Series 9 or an iPhone 15 inherited from their grandpa? Not too likely.

For nearly 300 years, the mechanical watch has represented the pinnacle of technology, prestige and utility. So, why are mechanical watches relevant today? After all, it is a relatively expensive instrument with only one primary purpose: to tell time. Is it tradition? Is it history? Is it more?

It's today's highly technological and disposable culture which makes an item such as a luxury wristwatch all the more desirable. As lives become more demanding and controlled by our devices, perhaps it is the simplicity and beauty of a mechanical watch ticking off each second which genuinely allows an appreciation of time – our most precious and rare commodity.



Why does time hold such power? Back in Europe in the 1500s, the only keepers of time in most villages would be the Church. Impressive tower clocks would dominate villages far and wide, chiming with a rhythm that symbolized order and instruction: when to go to work, when to stop working, when to go to church. Time symbolized power and control. Fast forward to the 1700s and spring-driven mechanical devices miniaturized to a point that they could be carried in a pocket or on military “campaigns.” Napoleon Bonaparte is recognized as the owner of the first “Carriage” clock, created by one of the most important watchmakers of all time, Abraham Louis Breguet (b. 1747 – d. 1843).

Go back just a couple of hundred years and, in addition to the Church, only Royalty and the world's wealthiest, noble and most powerful could experience “keeping” one's own time. Time has always been a symbol of power and control. Clocking in and out at work. Appointments. Dinner reservations. Time still very much controls the rhythm of our day. Today, though, we all have access to our own time. So why should we spend money on a luxury item that ultimately provides a service that we already possess?



The answer is simple. Beauty, longevity, individuality and prestige combined with the centuries-old understanding that time is power and money. A fine watch is created from know-how passed on for centuries and expressed through details and artistic expression. The “dial” (face) of a watch may take on a great many forms and showcase many aspects of the Art of Watchmaking. The movement, the ticking engine of your watch, is a micro-mechanical marvel that engages in a seemingly endless rhythm, like the beating of our hearts, 24 hours a day, seven days a week for years at a time before requiring any sort of service.

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A mechanical watch may be the ultimate value in a luxury purchase today due to the longevity, significance, possible future value and, ultimately, daily pleasure that a fine watch conveys to its owner. A quick glance at your wrist is an enjoyable tactile experience and reminder of all that came before us and all the possibilities that are yet to be lived.

*Jeremy Oster has been an authority on timepieces for over 30 years. He has traveled the globe purchasing and consulting on the world's greatest watches. He and his wife Melissa have owned and operated Oster Jewelers in Cherry Creek North since 2002. Check out the podcast, “Keeping Time.” Available anywhere that you download podcasts.*