

## ALL HANDS ON DECK

In the early days of wristwatches, they were worn mostly by women, while men usually kept pocket watches in their waistcoats. Wristwatches for men started in the late 1800s, when soldiers and officers in the British Army began adopting them in order to synchronize attacks during the First Boer War.

The modern wristwatch is still relatively young in terms of luxury brands—even Rolex was only established in 1905. But as the wearing of timepieces became more widespread, new technologies like Quartz movements and electronic watches made them accessible to the masses.

Now, the horological community spans across the globe, attracting an increasingly educated fanbase with a taste for high-quality timepieces, as well as a monied consumer who wants to make a statement on his wrist. Hip-hop culture in particular places an emphasis on makers like Audemars Piguet, Rolex, and Patek Philippe, and a new breed of jewelers like Mr. Flawless kit out luxury timepieces with extra bells and whistles, making them shine even more.

