



# HOROLOGICAL HEAVEN

MARCUS MARGULIES IS A MAN WHO LITERALLY WORSHIPS WRISTWATCHES, AND HAS CREATED A STYLISH SHRINE TO 'HAUTE HOROLOGIE' AT PRESTIGIOUS PREMISES IN LONDON'S BOND STREET. AMY FREDERICK FINDS OUT MORE ABOUT THIS CHIC TEMPLE OF TIME.

Nestled amongst the grand dames of Bond Street jewellers is a new kid on the block: Marcus. This imposing, contemporary boutique – a chic symphony of steel and glass composed by the famous Czech architect Eva Jiricna – is the brainchild of the eponymous owner, Marcus Margulies. Marcus, a passionate horologist, has commissioned a modern retail environment that combines luxury with technology on four floors of a nineteenth century building. This unique and innovative emporium is creating ripples of excitement amongst the cognoscenti. Dedicated to showcasing the world's finest timepieces, the boutique is also a chic lifestyle space where clients may watch the golf or tennis in the surround-sound TV room, play backgammon (on special sets

made for the shop and sold there too), smoke a cigar and leave with an invitation to one of the VVIP soirees that he so enjoys hosting for his cosmopolitan clientele – actors, watch aficionados, business tycoons and international people of mystery. For those who share Margulies' unbridled passion for exquisite watches, this is an Aladdin's Cave of elegant accessories from Audemars Piguet, Girard-Perregaux, Piaget, Franck Muller, Alain Silberstein, Richard Mille, Pierre Kunz and Vogard, with prices ranging from less than £3,000 to what Margulies will only refer to as 'seven figures'. There is a vast collection of vintage pieces – such as a large early-1970s Cartier banana-shaped watch and a beautiful Audemars Piguet Jump Hour wristwatch in white and yellow gold from the early 1940s – which are showcased alongside contemporary pieces from the world's premium watchmakers. "I believe we are the horological equivalent of what Graff is in diamonds," says Margulies of his eponymous boutique. "We try to offer a relaxed atmosphere in which to shop, with no pressure – a place where you feel like a gentleman rather than a buyer." Marcus' taste and widely-acknowledged expertise are the only factors that influence the stock in this must-visit boutique that can sell you anything from a three-quarter-of-a-million pound tourbillon diamond-set egg by Franck Muller to a supremely chic rubber and gold Audemars Piguet Royal Oak Offshore. Whether it is the exuberance of the latest retrogrades from Pierre Kunz, the customised GMT Vogard time zone, the exotic limited production of Richard Mille or the glittering glamour of Piaget, you can find it at Marcus.

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