

Wall of Watch Winders at Marcus, 170 New Bond Street

Michael Schumacher has one, Falvio Briatore has one. And now London has one. Just unveiled on the lower ground floor of watch retailer Marcus Margulies' eponymous store at 170 New Bond Street is a wall of watch winders, created and installed by Buben & Zorweg.

Multiple units allow for the professional organisation of up to 1,000 watches, and that's before the more personal touches are added by Margulies – including a temperature controlled cabinet for fine wines and the all-important cigar humidifier.

Buben & Zorweg have specifically developed watch-archiving software. Time Mover not only winds the collection, but the introduction of a “sleep phase” for ten hours in every 24 replicates more accurately the effect of wearing a watch – even as it rests on its winding mechanism. It also prevents unnecessary wear and tear by giving the main spring of the watch the chance to unwind. For the remaining 14 hours, the owner is free to choose the number of turns, from 650 to 900.

Marcus, 170 New Bond Street, London W1.

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www.marcuswatches.co.uk