

An Exclusive Patek Philippe Showcase with Rudell the Jewellers

Submitted by: Rudells

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"You never actually own a Patek Philippe, you merely look after it for the next generation". A sentence so perfectly constructed and wonderfully emotive! Those words rung true recently with a small number of Rudells Patek Connoisseurs when they visited the Manufacture in Geneva at the end of June.

A private jet left Birmingham bound for Switzerland and onboard, a group of clients who were eagerly awaiting their submersion into the world of Patek Philippe.

The itinerary was full to say the least and upon arrival in Geneva the 20 specially selected guests were given a guided tour of the Patek Philippe Museum. Accommodated over three floors, the museum is the realisation of Philippe Stern's lifelong ambition of creating a permanent exhibition which charts not only the history of timekeeping but also the history of the company. The former case production building now houses some of the most beautiful, complex and creative watches ever manufactured.

There are over 2000 exhibits on display and many of them are 'wonders' when it's remembered they were hand manufactured in the 16th, 17th or 18th centuries. Our clients were especially delighted to see two exquisite watches which were once owned by Queen Victoria.

The evening was spent at Auberge D'Onex where the scent of Jasmine filled the air and fine Italian food and wine was enjoyed by all on the terrace overlooking the Italianate garden.

The sun rose on day two and there was an early start to visit the movement production and assembly facility where everyone enjoyed a fabulous guided tour to see, first hand, how Patek Philippe watches are made.

After a fabulous lunch in the Directors' dining room, the group then moved to the second factory located in Geneva and where the cases and bracelets are manufactured. Our collectors were amazed at the complexity of case production and the sheer amount of manufacturing processes involved in even the simplest watch case. One of our guests who have spent many years in the manufacturing industry was inspired by the experience and expertise of the Patek Philippe manufacture. The tour then reached its conclusion but not before everyone was given the opportunity to view the current collection.

The return flight to Birmingham departed a sun kissed and very warm Geneva and everyone on board remarked how spectacular the manufacture visit had been.

Adrian Lurshay, Sales Director of Patek Philippe UK, commented that "It's always a delight to welcome Rudell's clients to Geneva because they gain so much from the visit. They enjoy the hospitality and truly appreciate the opportunity of what is really a unique experience at the same time as a more in depth discovery of the best watch brand in the world."

For more information and news – Rudells Website (<https://www.rudells.com/news>)

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Rudell the Jewellers showrooms are based in Wolverhampton and Harborne, Birmingham; they are renowned for the finest quality jewellery and customer service in the Midlands since 1938.

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