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PRESS RELEASE

## Sale of Unique F.P.Journe *élégante* Raises \$420,000 in Support of the Breast Cancer Research Foundation

Miami Fundraising Event Co-Hosted by Phillips and F.P.Journe Sets New Record Price for a Non-Diamond-Set Quartz Watch and Any *élégante* Offered for Sale



NEW YORK – 5 MARCH 2024 – On 2 March in Miami, Phillips and F.P.Journe offered for sale a one-of-a-kind *élégante* 48 mm Titalyt®, which sold after 10 minutes of spirited bidding for a staggering \$420,000, setting a new record for a non-diamond-set quartz watch and any *élégante*. 100% of the final sale price will benefit the [Breast Cancer Research Foundation](#), the largest private funder of breast cancer research in the world.

Following the event, **Donna McKay, Breast Cancer Research Foundation’s President and CEO**, said, “We are deeply grateful for F.P.Journe and Phillips’ extraordinary efforts which have helped to draw important attention to male breast cancer and fund critical research into a disease that effects one in 833 men in the U.S. By supporting

BCRF—the world’s largest private funder for breast cancer research—they are making an enormous impact in allowing our global legion of scientists to develop better approaches, treatments and outcomes for those with breast cancer and their loved ones.”

**Isabella Proia, Phillips’ Head of Sale, New York, International Specialist, Watches**, who had the privilege of auctioneering the sale, said, “The Phillips team is immensely honored to have collaborated with F.P.Journe in offering this one-of-a-kind timepiece for such a noble cause. Standing witness to the vibrant energy in the room as collectors and philanthropists united for this mission was truly inspiring. With 100% of the proceeds benefiting the Breast Cancer Research Foundation, every bid represented a significant step forward in the fight against breast cancer. This watch, with its blend of timeless design and modern innovation, serves as a symbol of hope and solidarity in our collective effort to support breast cancer research and awareness.

Since its inception, the F.P.Journe brand has been known for exemplary workmanship and technical innovation. With the *élégante* collection, celebrating its 10th anniversary in 2024, Journe brought forward a 21st century electromechanical movement, which was in development for eight years; the exclusive caliber 1210 with motion detection. This allows the watch to offer eight to ten years of autonomy when the watch is worn and up to eighteen years in standby mode. The Flat Tortue® case is reminiscent of timepieces from the early 20th century, but the 21st-century electromechanical movement within is a technical marvel. To preserve battery life, the watch “hibernates” after 35 minutes of inactivity, stopping the hands from moving. When the watch is moved again a small motion detector “awakens” the watch, automatically setting itself to the correct time, with the hands taking the shortest path, whether clockwise or counterclockwise. The white luminescent dial features black Arabic numerals, and an outer dial with screwed Steel elements.

The *élégante* offered in this sale boasted a unique numeral “1” rendered in pink, given the watch’s one-of-a-kind status in raising funds for such an important cause, and is paired with a pink strap.

#### ABOUT BCRF

Breast cancer is a complex disease with no simple solution. Every diagnosis is unique and puts lives at risk. Breast cancer must be stopped in its tracks, and research is the answer.

Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation (BCRF) is the largest private funder of breast cancer research in the world. BCRF invests in a wide range of research—including prevention, diagnosis, treatment, survivorship, and metastasis—because each area of investigation informs another, propelling us toward the solutions we urgently need.

Breast cancer does not discriminate: Today, breast cancer is the most common cancer in the world, surpassing lung cancer for the first time in 2020. About 1 in 833 men are expected to be diagnosed in the U.S. each year. While male breast cancer is rare, it is typically more aggressive and more likely to be fatal.

BCRF’s combination of investment and cross-disciplinary collaboration accelerates the entire field and builds momentum for new discoveries. BCRF-funded investigators have been behind every major breakthrough in breast cancer research, and the field is moving faster than ever. We can’t stop now.

The Foundation is fueling the world’s most promising research. Join us—together, we will bring the end of breast cancer into focus. **Learn more and get involved at [BCRF.org](https://www.bcrf.org).**

#### ABOUT PHILLIPS IN ASSOCIATION WITH BACS & RUSSO

The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service. Phillips in Association with Bacs & Russo holds the world record for the most successful watch auction, with its Geneva Watch Auction: XIV having realized \$74.5 million in 2021. 2023 marked the second most successful year for Phillips in Association with Bacs & Russo with an annual total of \$215.8 million.

Record-breaking prices include:

1. Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894 / US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any vintage wristwatch at auction.

2. Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 / US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a vintage Patek Philippe wristwatch at auction.

#### ABOUT PHILLIPS

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