

# Fake Rolexes

## Fake (Counterfeit) Rolexes

Wow! Is everyone else getting as many emails soliciting fake Rolexes as me? Now I don't think many would argue that Rolex is the best-known "high-end" watch brand in the world. Hans Wilsdorf did a fantastic job of building a fine watch company and an even better job of marketing the brand. A Rolex watch is considered by many to be one of the fundamental symbols of success. Looking back on my "corporate" days, I think that nearly every executive I encountered had a Rolex, a Mont Blanc pen and a Bosca or Coach or Hartman or Schlesinger briefcase. With this kind of popularity and image comes imitation and counterfeiting.



In the "imitation" category, we have many watches including the Invicta 8926, the Marcelo C dive watch, the Sandoz Diver and a good deal more. That's fine; the Rolex Submariner has a design that is both supremely functional and aesthetically pleasing. The "counterfeit" category includes any watch labeled as "Rolex" and not being produced by that fine company. A few years back, these fakes were easy to spot – they had (*cheap*) quartz movements that ticked second by second as opposed to mechanical "sweeping" movements. They were also very obviously of inferior quality.

Soon inexpensive mechanical movements were installed in these fakes. The overall quality was still very poor and no serious watch person would be fooled at all by them. Recently, many of the websites selling these fakes have been offering "Swiss made" replica Rolexes. I have examined *many* of these watches and **not a single one** was Swiss made. A few had Swiss movements in them, but the rest of the watch and the assembly work were not Swiss. Take a look at the picture above. This is a genuine Rolex movement, and without getting too technical, one of the easiest ways to spot the real thing is the colour of the Teflon coated gear wheels.

People bring me a lot of watches for authentication and most of the fakes jump out right away. The rest give themselves away as soon as I open the watch. I have seen ONE that

required some disassembly to verify – it turned out to be a very good copy, even of the movement, but still fake.

To me, the saddest part about this is the money that people spend, especially on the supposed “Swiss” fakes. They seem to start at about \$750 and go up from there. Even the \$199 Japanese fakes are not nearly as nice as a \$109 Invicta.

So what should a real Rolex cost? A new Submariner in steel is going to be \$3,400 - \$4,000. A good previously owned one will be something close to \$2,000 or more. A nice previously owned steel Date-Just can be had for just over \$1,000. Daytonas are the hardest to find and start at about \$4,000 used. If you even say the word “gold” anywhere near a Rolex, the price goes through the roof. So what’s the point of all this rambling? *Please*, let us know if you have watch questions or interests. We do sell a few previously owned Rolexes (*we’re about sold out just now*) and will be only too glad to answer questions and try and point you in the right direction even when it’s not us.

Thanks again for your support of our sites. We truly appreciate your comments and feedback.

Have a great day.

*David Harrington*

[www.TheWatchPlaceOnline.com](http://www.TheWatchPlaceOnline.com)

[www.InvictaGuys.com](http://www.InvictaGuys.com)

[david@harringtonbusinessgroup.com](mailto:david@harringtonbusinessgroup.com)

[dharrin302@aol.com](mailto:dharrin302@aol.com)

(651) 645-7041

(651) 286-2670 - FAX