

EST. 1973

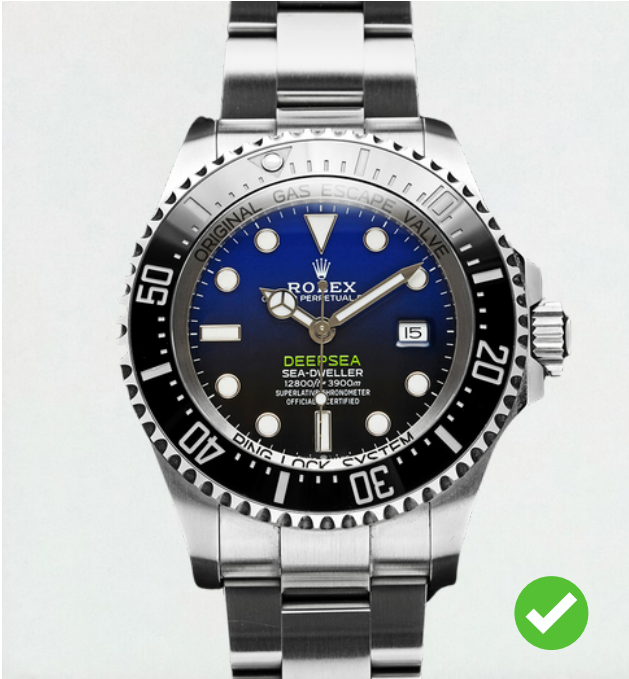
INEICHEN
AUCTIONEERS

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BRIEF RECOMMEDATIONS ON PREPARATION FOR THE AUCTION

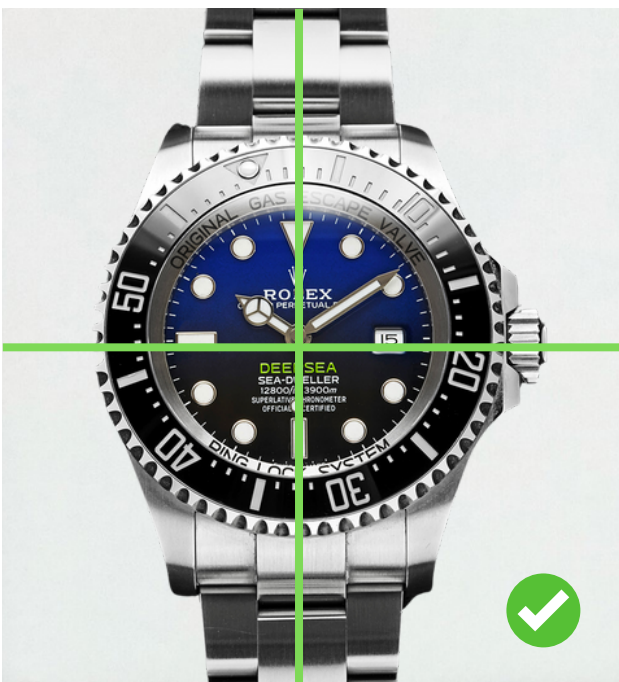
MAIN IMAGE

The main image should have a neutral and uniform background, not distracting from the watch. Take photos in bright daylight if professional lighting is not at hand. The photo should only show the watch.



Photograph the box, instructions, label, accessories, etc. separately; for this, there is a place for additional photos in the lot card.

Position the watch so that the vertical line goes through the numbers 12 and 6, and the horizontal line goes through the numbers 9 and 3.



Place the watch in the center of the frame so that it is fully visible.



Photo must be clear
Do not use flash

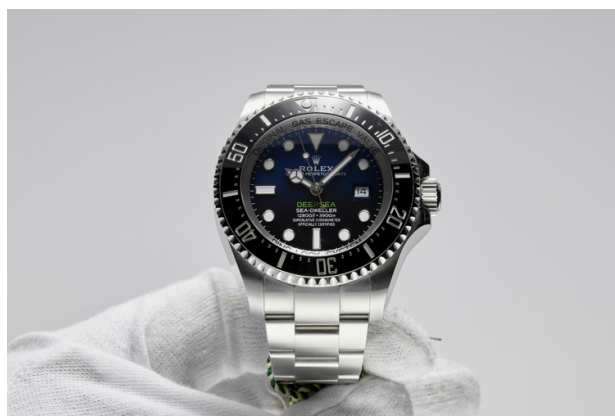
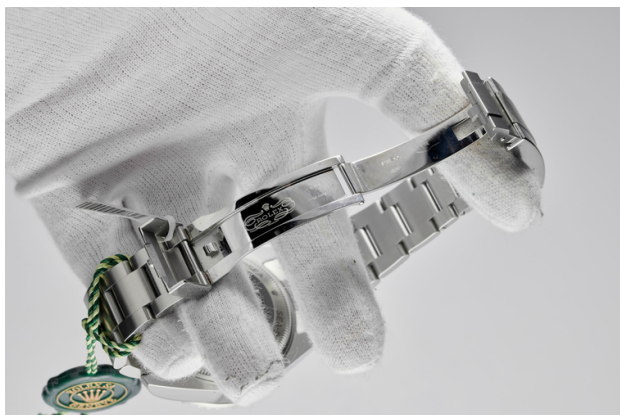
Don't use filters

Delete: dust, dirt, fingerprints



ADDITIONAL IMAGES

Take photos of the watch from different angles so that customers can understand the condition of the watch



Take photos of the watch set and any other photos you see fit



WATCH DESCRIPTION

The following information is especially important to potential buyers:

Brand

Model

Reference

Year of issue

Case information

Watch dial information

Strap / bracelet information

Movement information

Diameter

Number (if any)

New / Used

Watch condition (case, movement, strap)

Additional information

FINANCIAL INFORMATION

Provide the following information to organize an auction:

Auction starting price

Reserve price (minimum for which the watch can be sold)

Desired longevity of the auction (in days, minimum 7 days)

High-quality photos of the lot will arouse the interest of potential buyers at first sight, and the most complete description will help them make a buying decision and avoid deceived expectations.

When preparing materials, be guided by a simple principle - put yourself in the place of a potential buyer and do your best to meet these expectations.

Thank you for your cooperation.

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