



WATCHES ([HTTP://BLACKBOOK.NET.IN/CATEGORY/WATCHES/](http://blackbook.net.in/category/watches/))

The ABC of art timepieces with Rahul Kapoor, Co-Founder of Excedo Luxuria

🕒 22 OCT , 2018

Facebook

Twitter

Email

Pinterest

WhatsApp

Watches with religious or historic subtexts are more popular with mature audience while the younger generations enjoy pac-man, or pop-art on their wrists, reveals Kapoor

Deepali Yadav

The watch world flaunts great finesse. Ever since its inception with sundials to the 1450s Swiss watch industry burgeoning due to John Calvin's jewellery ban and then to Swiss innovations and mass productions in the West, the watch craze has only eclipsed. Today natty collectors (think Anish Bhatt) stand ready to roll sheets laden in jaw-dropping timepieces. Discussing a select segment of the mankind's greatest fascination, **BlackBook** quizzed Rahul Kapoor on all things art-watches.



Despite its blurry definition as how Excedo Luxuria's Co Founder, Rahul Kapoor puts it, "the definition of art watches is fairly wide", the competition in the segment remains encouraged with watch giants unveiling new additions to their *Atliers D'art* or the *Artistic Crafts* collection.

The demographics

Art remains subjective. No doubt, timepieces, of them all art-inspired ones, function no different. The watch aficionado, Rahul Kapoor who fancies *Kudoke's Real Skeleton*, *Cecil*

Purnell's The Lucky Lady and Laurent Ferrier's Galet Secret believes art timepieces to be client personality dependent. He says, "Most brands offer a bespoke service for their art pieces. The watches remain a popular choice as they represent a facet of the client's personality."



Elaborating on how consumer trends depends on the buyer's age, he adds, "mature buyers are more interested in meaningful artistic forms while the younger clients enjoy more socially relevant art". He adds this with examples of how timepieces with religious or historic subtexts

are more popular with mature audience while the younger generations would rather enjoy pac-man, or pop-art on their wrists.

What sells

Kapoor says, “mature men and women appreciate art and craftsmanship and often look for ways to indulge in their passion for the craftsmanship through a personal connect”, believes that personalisation, religious depictions and limited edition series are ways to pique Indian’s interest.

The watch philosophy

“You can often tell a person’s personality through their watch collection – from the colours, shapes, brands, choices of dial or the designs they own”, he adds. His taste in art timepieces is driven towards vivid scapes or colours and engravings.

Describing watches as “impassioned investments”, Kapoor started collecting watches since the age of 10. He adds, “I tend to buy grand-complications from the larger brands, or buy unique limited edition pieces from the Independent watchmakers of yesteryear and modern day.”

BlackBook lists few of the world’s best art timepieces

Roger Dubuis’s Excalibur



This timepiece traces its inspiration from the tale of King Arthur and his twelve knights and is the third edition in the Excalibur series.

Van Cleef & Arpel's Planetarium



Corum's Golden Bridge Round 43



Corum flaunts a collection inspired from Golden Gate Bridge of California of which this rendition is our favourite.

Stories you may like



(<http://blackbook.net.in/get-a-geisha-with-a-midnight-secret-on-your-new-bovet-watch/>)
 Get a Geisha with a midnight secret on your new Bovet watch
 (<http://blackbook.net.in/get-a-geisha-with-a-midnight-secret-on-your-new-bovet-watch/>)



(<http://blackbook.net.in/limited-edition-1882-watch-has-the-earth-sun-and-moon-on-its-dial/>)
 Bovet 1882's new limited-edition watch has the Earth, sun and moon on its dial
 (<http://blackbook.net.in/limited-edition-1882-watch-has-the-earth-sun-and-moon-on-its-dial/>)



(<http://blackbook.net.in/watch-brands-under-the-swatch-group-quit-baselworld-2019/>)
 Swatch Group walks out of Baselworld 2019
 (<http://blackbook.net.in/watch-brands-under-the-swatch-group-quit-baselworld-2019/>)

Facebook

Twitter

Email

Pinterest

WhatsApp

◆ Art timepieces (<http://blackbook.net.in/tag/art-timepieces/>), BlackBook (<http://blackbook.net.in/tag/blackbook/>), Blackbook India (<http://blackbook.net.in/tag/blackbook-india/>), Corum (<http://blackbook.net.in/tag/corum/>), Excalibur Watch (<http://blackbook.net.in/tag/excalibur-watch/>), Excedo Luxuria (<http://blackbook.net.in/tag/excedo-luxuria/>), featured (<http://blackbook.net.in/tag/featured/>),

Golden Bridge Watch (<http://blackbook.net.in/tag/golden-bridge-watch/>), Luxury Watches (<http://blackbook.net.in/tag/luxury-watches/>), Planetarium Watch (<http://blackbook.net.in/tag/planetarium-watch/>), Rahul Kapoor (<http://blackbook.net.in/tag/rahul-kapoor/>), Roger Dubuis (<http://blackbook.net.in/tag/roger-dubuis/>), Van Cleef & Arpel (<http://blackbook.net.in/tag/van-cleef-arpel/>)

Please login to comment.

Comments RSS Feed (<http://blackbook.net.in/the-abc-of-art-timepieces-with-rahul-kapoor-co-founder-of-excedo-luxurias/feed/>)



(<https://www.facebook.com/blackbookindia/>)



(https://twitter.com/BlackBookIndia?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)



(<https://www.instagram.com/blackbookindia/>)



(https://www.youtube.com/channel/UCjj5pKcAS479Y_5cpwFl-A)

LOGIN

Username or Email

Password

Remember Me

Login

Forgot Password? (<http://blackbook.net.in/membership-login/password-reset/>)

Register Now! (<http://blackbook.net.in/membership-join/membership-registration/>)

GET LUXURY NEWS IN YOUR INBOX!

Your Name *

Your Email *

I'm not a robot

Subscribe

(*) Compulsory Field

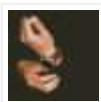
RECENT POSTS



(<http://blackbook.net.in/porsches-new-cayenne-is-sporty-and-stylish/>)

PORSCHE'S NEW CAYENNE IS SPORTY AND STYLISH ([HTTP://BLACKBOOK.NET.IN/PORSCHE'S-NEW-CAYENNE-IS-SPORTY-AND-STYLISH/](http://blackbook.net.in/porsches-new-cayenne-is-sporty-and-stylish/))

October 22, 2018



(<http://blackbook.net.in/the-abc-of-art-timepieces-with-rahul-kaapor-co-founder-of-excedo-luxurias/>)

THE ABC OF ART TIMEPIECES WITH RAHUL KAPOOR, CO-FOUNDER OF EXCEDO LUXURIA ([HTTP://BLACKBOOK.NET.IN/THE-ABC-OF-ART-TIMEPIECES-WITH-RAHUL-KAPOOR-CO-FOUNDER-OF-EXCEDO-LUXURIAS/](http://blackbook.net.in/the-abc-of-art-timepieces-with-rahul-kaapor-co-founder-of-excedo-luxurias/))

October 22, 2018



(<http://blackbook.net.in/what-to-eat-at-indias-first-retail-restaurant/>)

WHAT TO EAT AT INDIA'S FIRST 'RETAIL RESTAURANT' ([HTTP://BLACKBOOK.NET.IN/WHAT-TO-EAT-AT-INDIAS-FIRST-RETAIL-RESTAURANT/](http://blackbook.net.in/what-to-eat-at-indias-first-retail-restaurant/))

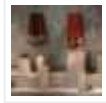
October 22, 2018



(<http://blackbook.net.in/the-google-pixel-3xl-is-the-ultimate-showcase-for-android-in-its-newest-avatar/>)

THE GOOGLE PIXEL 3XL IS THE ULTIMATE SHOWCASE FOR ANDROID IN ITS NEWEST AVATAR ([HTTP://BLACKBOOK.NET.IN/THE-GOOGLE-PIXEL-3XL-IS-THE-ULTIMATE-SHOWCASE-FOR-ANDROID-IN-ITS-NEWEST-AVATAR/](http://blackbook.net.in/the-google-pixel-3xl-is-the-ultimate-showcase-for-android-in-its-newest-avatar/))

October 17, 2018



(<http://blackbook.net.in/the-new-opulent-collection-from-shades-of-india-is-inspired-from-indonesian-spirituality/>)

THE NEW, OPULENT COLLECTION FROM SHADES OF INDIA IS INSPIRED FROM INDONESIAN SPIRITUALITY ([HTTP://BLACKBOOK.NET.IN/THE-NEW-OPULENT-COLLECTION-FROM-SHADES-OF-INDIA-IS-INSPIRED-FROM-INDONESIAN-SPIRITUALITY/](http://blackbook.net.in/the-new-opulent-collection-from-shades-of-india-is-inspired-from-indonesian-spirituality/))

October 17, 2018

© Copyright 2018 >> BLACKBOOK