

# Franz Jaeger & Me: A ticking love story

STEPPING IN TO FRANZ JAEGER & ME YOU SEE HEAVY FURNITURE FROM THE DAYS OF YONDER, SULTRY PURPLE CURTAINS FROM FLOOR TO CEILING, AND PORNOGRAPHIC PICTURES OF EASTERN EUROPEAN PROSTITUTES BY ACCLAIMED FASHION PHOTOGRAPHER HENRIK BÜLOW. THE DÉCOR MIGHT EASILY BE MISTAKEN FOR THAT OF AN ESTABLISHMENT CELEBRATING THE PHYSICAL ASPECTS OF LOVE, AND IN FACT THE SYMPTOMS EXPERIENCED HERE BY THE AVID COLLECTOR OF WATCHES ARE NOT DISSIMILAR TO THOSE OF A CLIENT OF THE OLDEST PROFESSION IN THE WORLD: THE SHOP IS FULL OF WATCHES GUARANTEED TO MAKE THE HEART BEAT, THE BLOOD RUSH, AND THE CREDIT CARD PURR WITH PLEASURE.



PER HENRIKSEN IS EXAMINING A CALIBRE

One Daytona, two Daytonas, three Daytonas – there is no shortage of the most popular watches in the vintage watch shop, Franz Jaeger & Me, in central Copenhagen. “I had a childhood dream of becoming self-employed. But it required the right goods on the shelves, as well as the best location before I took the big leap”, Per Henriksen tells WatchWorld, while looking out of the window at the popular restaurant Grillbar and legendary Café Victor across the street. 36-year old Per Henriksen is no amateur when it comes to haute horlogerie. He is a trained watchmaker from the acclaimed watch makers school in Ringsted, Denmark, and spent five years at Ole Mathiesen, one of the finest watch shops in Scandinavia, located close to Per’s vintage watch shop. This area seems to be a hotspot for fine Swiss watches, and within a few hundred meters you can also find Reeslev, Klarlund, Stenstrup and Hvelplund – all dealers of high end watches.

## GOOD NEIGHBOURHOOD

Henriksen is not concerned about competition even though he is surrounded by other watch shops; he only deals with vintage and pre-owned watches from such legendary Swiss brands as Patek Philippe, Panerai, Rolex, deGrisogono, IWC, Girard-Perregaux

and even mobile phones from Vertu. In fact, the authorized retailers regularly refer clients looking for specific vintage models to Henriksens shop.

“Sometimes the neighbour shops send over clients that have just bought a brand new watch, and therefore need to sell the old”, tells Henriksen, while he fiddles with a fine IWC movement from a Portuguese ref. 5001. “A lot of people don’t like selling their old watch themselves, especially over the Internet. They are afraid to let strangers into their home, or simply do not want to spend time communicating with potential buyers, especially if doing so via a foreign forum. This is why I have success with commissioning watches. I take a certain percentage of the final sale, and both seller and buyer feel they have made a good deal through a watch shop, and not via some unverifiable Internet website. Besides, most people like to try on the watch first, instead of ordering a watch through the Internet, and perhaps ending up with a watch that does not fit or even worse: a fake watch.” *K.H.*

Visit Franz Jaeger & Me in Ny Østergade in Copenhagen or see his website on [www.franzj.com](http://www.franzj.com)



A LOT OF SPECIAL WATCHES CAN BE FOUND AT FRANZ JAEGER & ME



STORE OWNER PER HENRIKSEN IS HELPING ONE OF HIS CUSTOMERS