

# Time Capsule

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RITIKA SAUNDH

Sachinn wearing the Jaeger-LeCoultre Tribute Rose Gold Duo Face

Photographs by  
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## The Mechanical Philosophy

*Between the flip of a JLC Reverso and the legacy etched in the Eiffel Tower of a Breguet, Sachinn S Sharma finds the perfect balance between personal style and history.*



Audemars Piguet Royal Oak Offshore in Steel and Green

Collecting, for Sachinn S Sharma, is both discipline and discovery. While many chase the heat of trending references, Sharma's path reflects a deeper respect for the longevity of mechanical engineering. A fixture in India's horological inner circle, he founded SSSLux, a platform that bridges pre-owned watches with a wider luxury ecosystem of jewellery, automobiles, and bespoke lifestyle services. Over the years, he has moved beyond the speculative allure of "investment watches" towards a more nuanced appreciation of legacy and craft. In our Time Capsule section, he traces the milestones of this journey.



Rolex Daytona Steel and Yellow Gold Black Dial with Diamonds

### How did your collecting journey start? Was there a defining moment?

I came across a newspaper article that talked about Rolex being an investment. As I went into the details, I found that to be a half-truth. Eventually, it just started with the question of what actually makes a watch. Before that, like anybody else, I was excited about brands like Breitling, TAG Heuer, and RADO, but I wanted to understand where a collection starts and how it should fit across all price points.

There is a misconception in the market that there are only three "investable" brands. People don't always understand that a good watch is simply what pleases the eye, what you like around your wrist is a good watch. When you go to the next level, you look at the technology inside. A watch doesn't go bad for generations. An expensive car, no matter the price, doesn't last that long. But under that little 40mm dial, there are sometimes 1,500 parts. It intrigued me to see how houses like Breguet have endured for centuries, outlasting any digital watch.

The defining moment came via showroom visits — I would sit for hours, returning every day for months. I understood the longevity of the investment and that this is a tradable, "pre-loved" commodity that spans generations. So, was it one moment? No. Was it something that caught my eye? Yes, courtesy of that newspaper article. ▶▶

**Which piece in your collection carries the most personal meaning for you?**

The TUDOR Black Bay Chrono Pink is very special. It is a celebratory watch that I collected as a gift for my son on his 21<sup>st</sup> birthday. It will always be remembered as a milestone watch, and milestone watches are with you forever. There is no specific design logic to it, it's just a beautiful watch that both father and son love.

**What role does colour or material play for you?**

When it comes to the TUDOR Black Bay Chrono Pink, I wondered why there was such a hype. Holding it in your hand brings a soothing calm. It's unexplainable, but anyone who looks into that dial will see how it soothes the nerves. It is made very intelligently. Perception of art differs from person to person, but these kinds of watches hold their own calmness. That is a tribute to the quality and design of the watchmaker.

**How do you assess a watch before adding it to your collection?**

It's simple: you must understand that it's an infinite world. Do not overextend yourself. I've seen people buying through credit cards or taking personal loans to buy a watch — that never works. What works is knowing your budget. If this is what I can realistically collect in the next six months for a birthday or an anniversary, I look for the best options within that. Then you define your parameters — sports watches, day wear, or evening wear. The clearer you define those, the more at ease you'll be.

**Tell us about your favourite complication.**

It's the eternal calendar, as seen on the IWC Portugieser Eternal Calendar. That is the limit of what a perpetual calendar can do. Most perpetual calendars mechanically account for leap years, but they don't look at the centuries. This watch goes beyond years into centuries, meaning it can go for hundreds of years without being corrected. It's unbelievable. And the standout feature is the moonphase — it's accurate for an absurdly long time, far beyond the human span. It is amazing what a mechanical watch can do while still maintaining those beautiful IWC aesthetics.

**Is your collecting impulsive, deliberate, or instinctive?**

Very impulsive. You're just drawn into this little cocoon. But when it comes to the actual purchase, you need to understand the intent. Is it for evening wear, official meetings, or just a morning walk? Once the intent is there, it becomes a very deliberate conversation. You look at the history and the legacy. If you're an understated luxury person, you go for heritage, if you're a tech freak, you go for complications. The start is always instinctive, but the end is always structured and deliberate.



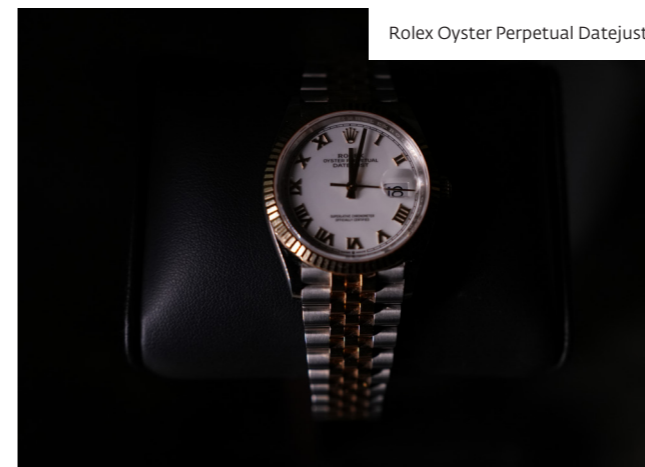
Tudor Black Bay Chrono 'Pink'



Sachinn with his collection



From top to bottom: Tudor Black Bay Chrono 'Pink'; Rolex Oyster Perpetual Datejust; Rolex Daytona Steel and Yellow Gold Black Dial with Diamonds



Rolex Oyster Perpetual Datejust

**Looking at your collection today, do you notice a common thread in the design or mechanics?**

Yes, there is a thread. It starts with the understated, retro pieces and moves on to complications — my favourites are tourbillons and double tourbillons. You just keep complicating things. As it gets more complex, you add on the metallurgy and the jewellery. Eventually, it's not just about what's inside the watch, it's about the case and the visual design. That seems to be the theme of most watch companies today.

**Your collection has some very coveted icons. How do you define what belongs?**

The Royal Oak Offshore is something I wear for my weekends and my mornings, it's like my permanent friend. I don't really have to think about anything else while wearing it, it has this solid feeling on the wrist. When it comes to the Rolex Daytona, the black dial with the gold — that is jewellery. I mostly reserve that for my evening formal occasions. There are other pieces that play specific roles too. I have a Jaeger-LeCoultre Reverso Tribute Rose Gold Duo Face with the white-and-grey flip: I use the white dial for office meetings in the daytime, and the grey side is for the evenings when I'm wearing darker clothing or for my official meetings. I've had these three sets of watches and I've flipped a lot along the way to come to this balance.

**Your Reverso and Breguet Type XXI lean into classical watchmaking — what holds your attention there?**

Much has been said about Jaeger-LeCoultre as the "watchmaker of watchmakers", and rightly so. Yet it holds its own distinct appeal. People admire it, though few buy it, with the market so focused on round or oval dials. For me, it's the sheer elegance of every detail, especially when you peer into the bezel. It's the way it carries itself. The quality inside makes you want to keep looking. Breguet, on the other hand, is all about legacy. The name is etched into the Eiffel Tower; they made watches for Napoleon's sister and Queen Elizabeth. You're holding history on your wrist. I like to oscillate between a classic like that and something bold like the Royal Oak Offshore, depending on mood. Sometimes you want a little razzle dazzle in the evening. Together, these watches play a balanced role in my collection.

**What advice would you give a young collector just starting out?**

Start small. Build your collection slowly and go for watches known for their technology. Don't go for fashion watches, instead opt for patented technologies. Seikos are great and Casios are amazing because they last forever and the technology is unbeatable for the price. Grow from there. Move from a Seiko to a TUDOR, then move to a Cartier or an Omega — they hold great brand value and quality. Then you slowly move to the Rolexes of the world. Even if you don't have a huge budget, if you start small, you will end up being a very intelligent investor. 🕒