



COLLECTOR'S AGENDA

One of Zurich's iconic cocktail bars, a top watch boutique, and two must-visit museums.

Uhrenmuseum Beyer

Upstairs, in a scene typical of high-end European watch retailers, clients sip espressos and nibble Swiss chocolates while fastidious salespeople shuttle watch trays from brightly lit vitrines to discrete meeting tables. This is Beyer, one of Zurich's premier retailers of high end timepieces. Whether you're mulling a new watch purchase or not, be sure to ask for a ticket to the store's internationally renowned museum—unexpectedly tucked away in the basement is one of the world's most prestigious independent horological collections that spans centuries of horological history.

Alongside early mechanical devices you'll find pocket watches

from the likes of A.L. Breguet and the very Rolex Explorer worn by Sir Edmund Hillary on his ascent of Everest in 1953. The centerpiece of the collection is an incredibly rare Breguet Sympathique clock, considered by history's most famous watchmaker to be his greatest achievement. When you're finished at Beyer, walk over to Breguet's Zurich boutique, directly next door, home to the Swiss watchmaker's rare and unusual creations. On a recent visit, I had the unexpected opportunity to go hands on with the Marie Antoinette Watch replica, a one-of-a-kind masterpiece. —*J.B.*

TOP: Inside the Beyer Watch and Clock Museum.

OPPOSITE: The IWC Museum.