

Watch out for fakes



Often certain products become status symbols—prized beyond their real worth because of their rarity, purchase price or association with a celebrity. Because the ordinary person can't afford to purchase the genuine article, unscrupulous people 'copy' them and try to pass them off as the genuine article.

The Rolex watch, often called the Rolls Royce of watches, is one such product.

If you pay full price for a Rolex from a watch store in Australia you will get the genuine article, although this is not necessarily the case in Asia. While it is possible to buy a second-hand Rolex on eBay or through newspaper advertisements, one must be careful of imitations.

A genuine Rolex has a second hand that glides around the dial. Some fakes use a quartz movement to do this but most tick every second as they step around the dial which shows them to be an obvious fake. Although Rolex made a few like this in the 1980s, the idea didn't last and you won't find them around now.

If you want to be sure if the watch is a genuine Rolex, a qualified watchmaker is the best person to tell you. There are, however, some checks you can do for yourself.

If you remove the watchband and check between the lugs* on the watch case at

the 12 position, you should find an engraved 'Registered Design' number. On the opposite side at the 6 position should be a serial number. If these are missing, the watch is a fake.

You can also look for the Rolex emblem engraved on the clasps of the genuine Rolex watchband.

Fake gold Rolex watches are cheap metal coated with gold and may have a cheaper silver metal showing through where the gold coating has rubbed off.

The weight of the watch is also a giveaway. Genuine Rolex watches are heavier than the fakes. Real gold watches and stainless steel watches are heavier than the base metal used in counterfeits.†

If you have an email address, you will get many offers of so-called quality products—cheap! Remember: if the offer of a Rolex watch seems too good to be true, then it probably is!

* small metal projections on the watch to hold the band

† a copy made to defraud—not the genuine brand

Source: http://reviews.ebay.com.au/ROLEX-WATCH-FAKE-HOW-TO-TELL_W0QQugidZ1000000001606752