

Watch Collecting as a Family Tradition: Passing Passion Through Generations

999Watches founder Avi-Meir Zaslavsky shares how timepieces connect families, preserve stories, and inspire new generations of collectors.

LOS ANGELES , CA, UNITED STATES, January 21, 2026 /EINPresswire.com/ -- Watches are more than instruments of time—they are storytellers, family treasures, and symbols of continuity. Across cultures and continents, watch collecting has evolved into a cherished family tradition, where timepieces are passed down from one generation to the next. These objects carry both financial and emotional value, weaving together stories of heritage, memory, and identity.



A classic wristwatch preserved in its original box—symbolizing how timepieces serve as heirlooms, carrying family stories and traditions across generations.

Avi-Meir Zaslavsky, founder of [999Watches](#), emphasizes the power of these intergenerational connections. “A watch is not just steel, gold, or sapphire crystal,” he says. “It is often a reflection of family milestones. Every scratch on a case, every engraving on the back, tells part of a family’s history. When a watch is handed down, you are not just giving an object—you are passing on values, traditions, and love.”

“

I’ve realized that monetary value is only a small part of what determines how much we value something. Instead, the true value of an heirloom is found in the stories we tell about it.”

Edwin Zee

For many families, the journey begins with a single heirloom: a grandfather’s military-issued watch, a father’s first luxury purchase, or a gift received at a milestone birthday. These watches become tangible links between past and present.

“An heirloom watch is often the first spark that inspires younger family members to start collecting,” explains Zaslavsky. “It creates a sense of responsibility to preserve and continue the

tradition. That watch becomes the anchor around which a collection grows.”

Collectors often speak of the pride in wearing a timepiece that once adorned a parent’s wrist. Unlike other assets, watches are deeply personal—they have lived daily lives with their owners, marking both ordinary days and life-changing events.

Beyond aesthetics and mechanics, family watches carry stories that give them lasting significance. A watch may recall a grandfather’s wedding day, a father’s graduation, or a mother’s first major career achievement.

“Stories are what elevate a watch beyond its material value,” notes Zaslavsky. “When you hear that your grandmother wore this watch every day while raising her family, or that your father saved for years to buy his first chronograph, the watch becomes infused with meaning that no auction catalog can capture.”

In many cases, families take the tradition further by engraving watches with names, dates, or messages. These inscriptions transform timepieces into intimate family records, ensuring that the next generation understands their emotional weight.

Modern families are not only inheriting watches but also actively building collections together. Weekend visits to watch fairs, family trips to boutiques, or lively debates over which brands to invest in have become part of family rituals.

“Collecting is most rewarding when it is shared,” says Zaslavsky. “I’ve met families where grandparents, parents, and children all have their own tastes and favorite brands, yet they come together to appreciate the art of horology. These shared passions create bonds that are as



An antique pocket watch resting against a weathered book—timeless heirlooms like these connect generations, carrying with them family stories, history, and enduring values.



A curated watch collection displayed in a case—each timepiece carrying its own story, together forming a family legacy that spans generations.

valuable as the watches themselves.”

Younger collectors are increasingly blending contemporary independent microbrands with traditional household names, creating diverse collections that reflect both innovation and heritage. This blending ensures that family collections remain relevant while honoring the past.

While the emotional significance of watches is undeniable, their financial importance is also growing. High-quality timepieces from respected brands often appreciate in value, making them both sentimental treasures and financial assets.

“A family watch is often a hidden investment,” explains Zaslavsky. “When preserved correctly, it holds or even increases its value. That means when you pass it on, you’re not only giving history—you’re also passing on financial security.”

Proper care is essential to maintaining this balance. Regular servicing, careful storage, and preserving original documents and boxes all play a role in ensuring that a watch retains both its sentimental and financial worth.

Technology has added new layers to the family watch tradition. Digital records, watch-tracking apps, and online forums allow families to document the stories behind their collections more thoroughly than ever before. Some families even create photo archives or write journals detailing the history of each watch.

“Traditions evolve,” says Zaslavsky. “Today, it’s not just about owning the watch—it’s about preserving the story in ways that future generations can access. That could mean keeping the original warranty papers or writing a short letter about why you chose a certain watch. These details make the inheritance even more meaningful.”

Ultimately, passing a watch down is about more than the object—it’s about values. Watches symbolize discipline, respect for time, and appreciation for craftsmanship. Families that nurture this tradition are often passing on lessons about patience, responsibility, and pride in heritage.

“When a father hands his child a watch, it is not only a gesture of love but also a lesson in care and appreciation,” Zaslavsky reflects. “It says, ‘This mattered to me, and now it matters to you.’ That emotional continuity is priceless.”

As collecting continues to grow globally, more families are embracing watches as part of their legacy. Auction houses now report rising interest in watches with strong provenance, especially those tied to personal or historical stories.

Zaslavsky believes this trend will continue: “In a world where so much feels digital and fleeting, watches remain physical, enduring, and deeply personal. They represent stability in an uncertain age. That’s why they resonate so strongly with families—they are proof that traditions can

endure.”

The family tradition of watch collecting proves that these objects are far more than accessories. They are living legacies, blending artistry, value, and memory into one.

As Zaslavsky summarizes, “A family collection is like a time capsule. Each watch tells a story, each story connects a generation, and together they form a legacy that outlives us all. That is the true power of passing down watches—it’s not about the tick of the hands, but the heartbeat of the family.”

Avi-Meir Zaslavsky

999Watches

info@999Watches.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/848931646>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.