

the watch

LUXURY

Fashionista



BHLL



THE WATCH FASHIONISTA

ALL ABOUT THE WRIST CANDY

By *Misha Daud*
@*watch_fashionista*



My name is Misha and on Instagram I am known as the watch_fashionista or aka The Wrist !

I do not think of myself as a watch connoisseur at all. I think of myself as just a lover of beauty albeit, very select beauty.

From a very young age I have always liked to adorn my wrists, and from the age of 17 when I was gifted my first Cartier Panthère, I realized that I was going to have a problem ! While bracelets were lovely, watches were a statement and it seemed I had a lot I wanted to say !

At a time when it wasn't so fashionable to have multiple watches I began to buy and collect watches as gifts.

My first love was Cartier and it still endures today. Watches became jewelry to me. They set the tone for the other jewelry that I would wear on my wrist.

And I used to love the novelty of the stacking ! Very quickly my wrist became "a thing" but that was way before Instagram started. I was just recognized as always having a dressed "up" wrist ! And most people loved it. Many didn't understand it but for me, more was more. However even if it is loaded, it always has to be (and still has to be) elegant, stylish and above all fun.

I see so many just throw on every bracelet they own and think that's a wrist. It's not that simple.

It's that art of stacking that made my IG grow quickly. When I started posting, it just blew up with people wanting to see more. Unlike so many other pages the watches and the bracelets and all the fashion and accessories are mine, unless I have specifically said so. Everything you see is from my closet. Everything is real, from the material stuff to my answers to the many hundreds of comments and questions I receive a day. I dislike with a vengeance the fakeness of IG so I insist on keeping it authentic to me.

What is lovely is my followers seem to love it also. So it appears I have now officially become the agony aunt of watch dilemmas ! And I love it.

Two of the most common questions I get is aren't you worried about scratching your watches and which watch is a must have? The answer to the scratch issue is absolutely





"Watches and bracelets are part of who I am..."

THE WATCH FASHIONISTA

Words and photography:

Misha Daud

Creative Direction:

Luigi Irazzqui

One of my Pateks took a real knock and scratched but when I look at it it reminds me of the crazy fun night where that happened in Mykonos. I guess it's a mindset. Enjoy what you have, whether it be watches or bags, homeware or cars. Why save things for "best"? The best is now.

As for the second question about a must have watch, my pick would have to be a Rolex Daytona. It's such a classic and speaks volumes. It shows you are not the kind of woman to shy away from going for what you want! And that is everything. So for that reason, it's a staple in my book.

They are also great to stack and play with. My shots of them are always the ones reposted the most. In fact one shot in particular has been reposted so many times that if you were to look up Daytona in the dictionary you would probably see that picture! I believe IG has made watches the hot commodity they are today. While many still don't hold their value, many do and see sharp rises in their worth. Which leads me to the question I get asked daily, "which is the best investment watch to buy?". I will still say the best investment is the watch you're going to enjoy wearing the most! And why have these watches become so lucrative? Probably because we can't all keep buying houses and art!

Watches and bracelets are part of who I am. It's very, very rare (except when I'm in Europe where safety is an issue) that I will leave the house without multiple wrist candy on. I enjoy it. If you do too, then by all means go for it. It's been amazing on the page to witness the "watchfashionista" effect.

It's not just about the watch, it's about how you wear it!

Misha



MISHA OWNS A BOUTIQUE IN MUSCAT, OMAN & A LUXURY PERFUME BRAND NAMED MAJAN

“

MISHA DAUD:

IT'S NOT JUST
ABOUT THE
WATCH...IT'S
ABOUT HOW
YOU WEAR IT....!

”

*"the best investment
is the watch you're
going to enjoy
wearing
the most!"*



BHL



"I have officially become the agony aunt of watch dilemmas!...and I love it."



THE WATCH FASHIONISTA