

Roger W. Smith launches YouTube video channel

by Michael Weare

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We might all be suffering the effects of post winter blues after the gluttonous festive period but for one watchmaker, this has turned into posting of the viral kind.

[Roger W. Smith](#), based in the Isle of Man, has taken to [YouTube](#) to give all watch aficionados an insight into the painstaking process of each of his highly individual time pieces.

Deemed more exclusive than an [Elton John](#) Oscar after party, the watchmaker only creates around a dozen horological masterpieces every year all of which are made by hand.

You could not imagine from the exterior that this understated building (with no sign in sight) produces a million pounds worth of premium watches on an annual basis.

At the age of 16, Smith started out at the [Manchester School of Horology](#) where he fell in love with watches.

By 19 he was already constructing his own pocket watch which took around 18 months to finish. After receiving some strong criticism he went away and worked on a follow up piece that took a staggering 5 years to complete.

This led Smith to found his own workshop where he has already put a lot of blood, sweat and tears into his designs, so much so, that you will not be able to find any of his time pieces in shops.

First time clients come from far and wide to the Isle of Man in order to discuss the choices available.

RW Smith Series 2



This features growing interest in his signature model at present entitled the Series 2. Taking at least two years to produce, the current waiting list to make of one of these is no less than 8 years!

So what are the costs involved? You'll need to put up at least a year's salary or two as a 'standard' Series 2 is priced at £86,400, while the sublime yellow-gold case version comes in at an impressive £100,800. If you want to add a hand-engraved dial then throw in another £3,000 on top.

It has been certainly worth the *time* and effort for Smith. The simplicity, elegance and style of these particular watches have not gone unnoticed with around 50 being sold over the last 5 years.



According to the [Daily Mail](#), Smith declared; ‘It might take me two weeks to make a dial but I know that in 100, 200, even 500 years this dial will be OK,’

His ingenuity and engineering exploits has led Smith to create what is considered to be the first social media channel based around watches.

In 2013, Roger Smith is set to introduce a number of different videos based around the dial making procedure as well as other areas of his work.

In fact some of the clips show rare pieces of machinery such as the rose engine rescued by Smith’s mentor the late George Daniels. It has been beautifully restored to full working order.

The machine is specifically used to embellish dials not to mention varying watchcases and can rarely be seen in today’s modern techniques of watchmaking.

Check out the videos online at <http://www.youtube.com/user/rwsmithwatches>