



retail enterprise, to put in place programmes, such as Tempus, to regenerate the market, nurture and educate existing, as well as a whole new generation, of watch buyers and collectors.

Ultimately, having a global community of passionate enthusiasts sharing and exchanging information and bonding wouldn't be the worst thing in the world. To Michael, "The important thing is you have to share this similar passion we have for watch collecting and appreciation."

This passionate young visionary is forward-thinking enough to realise the importance of expanding the pool of potential watch-buyers, rather than just selling to the same group of customers over and over again. Michael feels that the key to expanding the base is 'accessibility'.

"Watch collecting should be an accessible hobby, not just an exclusive past-time for the few but an inclusive hobby for many."

Above all  
**Watch collecting should be an inclusive hobby for many, not just an exclusive hobby for the few**

Especially since newer clients entering the fold of watch-collecting could inadvertently end up as potential clients and with Tempus as a jumping-on point, The Hour Glass could well be in a good position to manage these clients.

Clichéd as it sounds: consumer education is his key to unlocking the potential of the masses.

His ultimate objective for Tempus? "We hope to educate the consumers. This is critical, because it is much easier to communicate the value of a watch if a consumer knows what they're buying. Empowered with this knowledge, they will have the confidence to decide whether or not to part with their money, as they inculcate a better understanding of the concept of intrinsic value within the timepiece. We give them the tools

to understand what they're buying."

Moreover, with greater understanding of the timepiece's intrinsic value, this will lead to upgrades. "We want consumers to be able to upgrade down the line. It's important to push our clients to upgrade to the next level. Always move forwards and never backwards. From the moment a person collects his first pay-cheque, he becomes a potential customer."

The name 'The Temple of Time' has several connotations, not least because Michael wants Singapore to be put on the map of time to be regarded as a 'holy city' or 'knowledge base' of sorts that will attract watch aficionados to journey to, as if on a pilgrimage, from all over the world. In many ways, connoisseur or not, we are all worshippers at the altar of Time. **TC**