

When diving into the world of mechanical watches, the first aspect many newcomers consider is accuracy. After all, what's the point of owning a timepiece if it doesn't tell time precisely? However, as someone with over a decade of experience selling and evaluating luxury watches like Rolex and Omega, I can say accuracy is just a part of a much richer story.

At The Watch Company (TWC Japan), we often get asked if mechanical watches are worth buying over quartz or smartwatches, especially since modern electronics can beat them in precision. This question opens the door to explore what truly makes a mechanical watch special: **craftsmanship value**, **engineered enjoyment**, and the overall **ownership experience**.

Accuracy: Necessary But Not Sufficient

Yes, mechanical watches display the time, and naturally, you want them to do it reliably. But unlike quartz watches or the billion-dollar tech behind the MrQ mobile platform in mobile casinos—which focus heavily on ultra-precise calculations and split-second timing—mechanical watches follow different rules.

Rolex and Omega, two icons leading the industry, make huge investments in improving mechanical accuracy. Rolex's Superlative Chronometer standards and Omega's METAS certification are examples of rigorous quality control aiming for daily deviations within mere seconds.

But here's the catch: the slight deviation of ± 2 to 5 seconds a day is not a defect; it's a sign of a living, breathing mechanical movement made of hundreds of delicate parts working in harmony. The very fact that these pieces are hand-assembled and fine-tuned contributes massively to their charm.

Craftsmanship Beyond Function

So when we say "craftsmanship value," what does that really mean day to day? It's not just about the specs; it's the subtle touches that designers, engineers, and quality controllers chain together over years that define the owner's delight.

- **Design to QC pipeline:** From the sketch of the dial's fonts to the polishing techniques on the case edges, every step matters. At TWC Japan, we've examined countless watches where upstream care translates into a harmonious final product.
- **Invisible details:** How does the crown feel when you wind it? Is there a pleasing resistance and smoothness, or is it gritty? What about the bracelet's balance on the wrist—a feature often overlooked but critical for comfort and wearability.
- **Dial finishing:** The depth and layering of paint, lume application, and subtle texturing all create a tactile and visual experience impossible to capture fully in photos.

These invisible qualities impact how the watch feels every day, elevating ownership from mere utility to genuine pride and emotional connection.

Engineering Enjoyment: More Than Precision

The engineering behind mechanical watches isn't just about timekeeping accuracy; it's about orchestrating tiny components like gears, springs, and escapements to perform an elegant dance, visible through sapphire casebacks or admired under a loupe.



Omega's Master Chronometer movements and Rolex's in-house calibers showcase a high degree of innovation combined with meticulous hand finishing. The joy here isn't just knowing the time is right; it's appreciating a system designed and built to last decades with regular servicing.



This *engineering enjoyment* draws enthusiasts into a deeper understanding of mechanics, history, and human ingenuity. It's why so many collectors begin to care about things like balance wheel oscillations, hairspring metallurgy, or jewel placements.

Why Quartz Over Mechanical Misses Part of the Experience

Quartz watches win on accuracy and low maintenance, true. But they lack the narrative of human touch and mechanical poetry. You don't feel the characteristic crown resistance, nor hear the gentle tick-tock of mechanical escapements morphing into a serene heartbeat of time.

Reliability and Long-Term Value

One criticism often thrown at mechanical watches is that they are less reliable than digital counterparts. But reliability here merits deeper discussion.

Aspect Mechanical Watches (Rolex / Omega) Digital / Quartz Timekeeping Accuracy ± 2 to 10 seconds per day (varies) ± 15 seconds per month or better Service Intervals Every 5 to 10 years recommended Typically battery changes every 1-3 years Durability High-quality stainless steel, ceramic bezels, sapphire glass; can last decades Generally more fragile; plastics and electronics degrade over time Long-Term Ownership Value Often holds or appreciates value, especially established models Depreciates to nearly zero quickly

Here, the **long-term value** hinges on the quality of engineering and upstream processes—from material sourcing and manufacturing precision to strict QC at brands like Rolex and Omega. This entire chain ensures watches can be passed down through generations, sometimes gaining sentimental and monetary value.

Invisible Details That Change the User Experience

Here's a common pitfall in watch reviews and advertising: vague claims like "built to last" or "exquisite craftsmanship." These phrases are often thrown around without specifics, which doesn't help first-time buyers understand what to expect every day.

Look closer at how a watch wears:

- **Crown Feel:** Is winding smooth and consistent? A well-engineered crown imparts confidence and joy during use.
- **Bracelet Balance:** Does the watch feel evenly weighted, or does it tip forward awkwardly? The minute balance adjustments done in factory settings are rarely visible but felt on the wrist.
- **Case Edges:** Do polished and brushed surfaces seamlessly transition, showing attention to detail?
- **Movement Humming:** Mechanical watches have a unique sound signature—a soft, steady hum rather than an electronic beep.

When you experience these invisible details firsthand, the ownership shifts from simply having a timekeeping device to appreciating the small but decisive decisions that make the watch a living piece of craftsmanship.

Conclusion: Accuracy Is Just the Beginning

So, is accuracy the main reason to buy a mechanical watch? The short answer—no. While precision matters, it's a single thread in a rich tapestry of **craftsmanship value**, **engineering enjoyment**, and the evolving **ownership experience** that mechanical watches provide.

Buying a mechanical watch from stores like The Watch Company (TWC Japan) isn't just about getting a timepiece; it's about entering a world of upstream quality work and invisible yet decisive details that elevate everyday life beyond function.

True mechanical watch lovers know the joy lies not only in seeing the seconds pass but feeling the tiny mechanics, admiring the subtle finishes, and owning a piece of history and innovation that can last thewatchcompany.com a lifetime.