

# *GOLD STANDARD*

---

Curated by

**TELL THE TIME**


# A Yellow Gold Revival

---

Yellow gold has been beloved for millennia for a reason. Gold has been a part of the greatest civilizations throughout history, from the ancient Greeks to modern society. The dazzling precious metal has consistently been an undeniable symbol of luxury, wealth, power, and triumph.

In the 80s and early 90s, yellow gold was a popular choice for jewelry and watches; however, for the last 20 years or so, white metals like steel, white gold, and platinum have been at the forefront. Recently though, many watch brands have incorporated gold into their collections, creating stunning statement pieces and classic icons. Personally, yellow gold has always been a favorite of mine because of its shimmering, eye-catching glow.

With a renewed and growing affinity for yellow gold, here are some beautiful yellow gold pieces styled by collectors and industry professionals that prove all that glitters is indeed gold.



Rolex Paul Newman Daytona (ref. 6264) with a lemon dial, 1969

Photography: Nic Bui (@nicbui)

# Chanel Mademoiselle, 1998

Credits: Françoise Paris (@francoise.watches)





Piaget Tiger's Eye  
Pendant Watch, 1970s

Credits: Françoise Paris  
(@francoise.watches)



Cartier Crash with a  
Paris-signed dial, 1991

Photography: Nic Bui (@nicbui)



Exaequo Softwatch Salvador Dalí, 1990s

Credits: Elias Marte (@stay.crispy.my.friends)

Photography: Zane Gan (@zanegan)



Rolex Day-Date (ref. 18238), 1993

Credits: Katrina Vrakas (@katrinavrakas)

Photography: Lyore Odigie (@i.odigie)



# Rolex Day-Date (ref. 18238), 1993

Credits: Katrina Vrakas (@katrinavrakas)

Photography: Lyore Odigie (@i.odigie)



# Acknowledgements

---

## Creative and Editorial

Tell the Time

## Contributors

Françoise Paris Watches

Dana Li

Elias Marte

Katrina Vrakas

## Photography

Nic Bui

Zane Gan

Lyore Odigie

Released Spring/Summer 2023

*Images used with permission from contributors and/or photographers.  
The "Gold Standard" lookbook may not be re-produced for commercial  
use in part or in whole without prior permission from Tell the Time.*