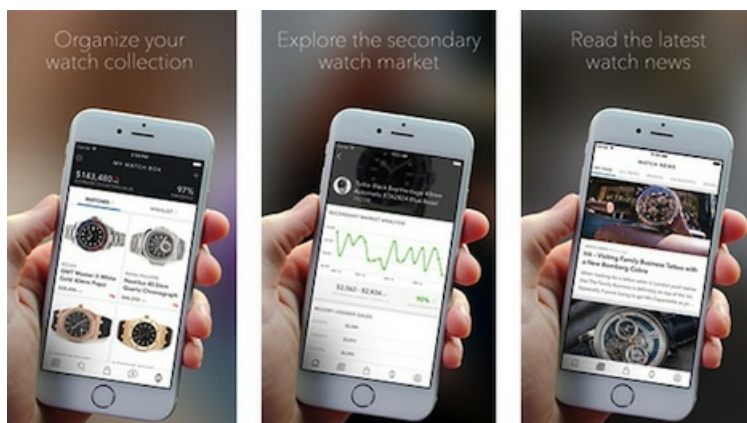


JEWELRY

Govberg Jewelers sees 50pc increase since launching watch app

August 7, 2017



Govberg Jewelers looks to mobile to stay on top. Image credit: Govberg Jewelers

By BRIELLE JAEKEL

U.S.-based Govberg Jewelers is investing further into its mobile application with a rebranding and major updates after it helped the brand stay afloat as the watch industry turns tumultuous.

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The watch industry has been plagued with a multitude of disruptors that have caused the sector to decline. However, Govberg saw a 50 percent year-over-year increase since launching its app, prompting the jeweler to make significant upgrades in hopes to stay up to date.

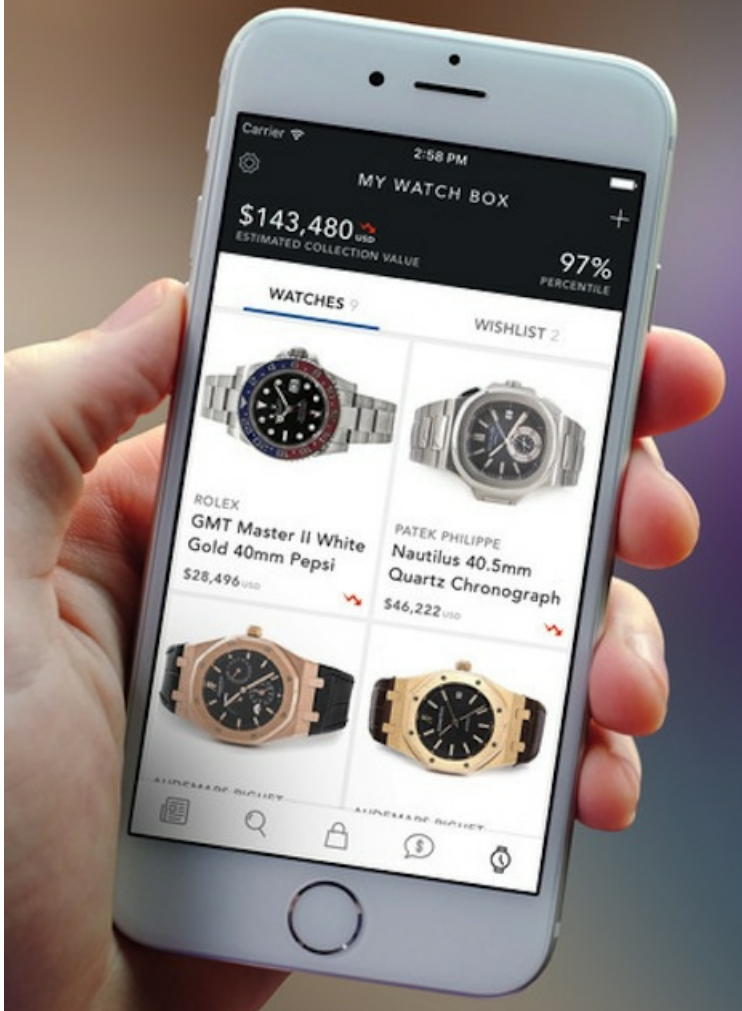
"Both the retail industry and the Swiss watch industry are having one of their worst downturns in recent years," said Danny Govberg, CEO of [Govberg Jewelers](#), Philadelphia. "Govberg Jewelers, however, has seen a 50 percent increase year over year since the initial release of WatchBox by Govberg.

Retail on mobile

The jeweler's mobile app, Govberg OnTime, has been rebranded to WatchBox by Govberg. The app relaunches with a multitude of innovative features, one of the main changes being made to its pricing guide.

Users are now able to see purchase availability from Govberg on various watch models they are interested in on the pricing guide. The guide now has 80,000 models listed within the app.

Organize your watch collection



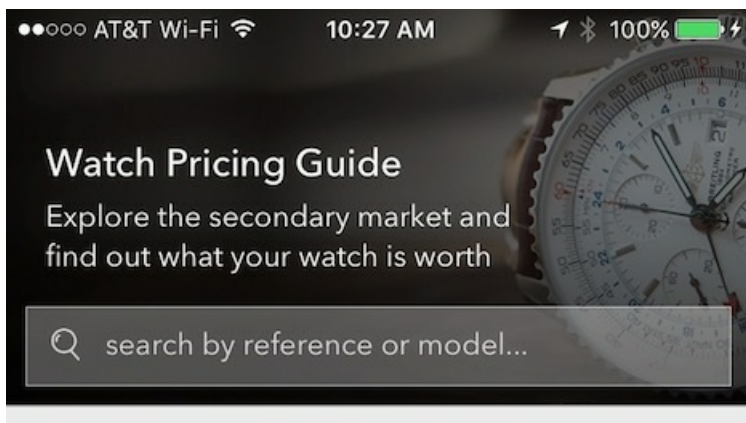
Govberg's updated mobile app. Image credit: Govberg Jewelers

The pricing guide also has increased details on each model, as well as news and history related to the particular watch.

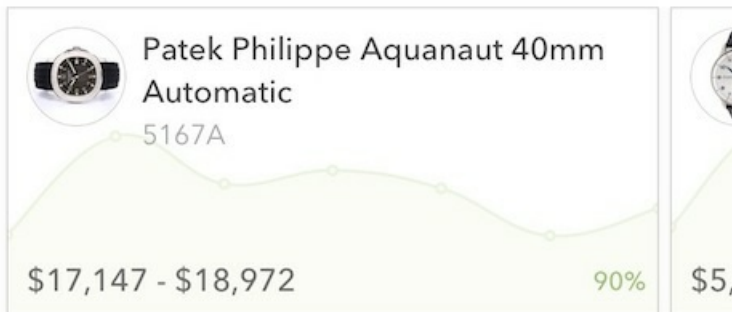
Govberg has provided a series of 5- to 8-minute instructional videos on the app so users can learn more about their watches. Videos will cover various topics regarding the watch model such as how the watch works and how to adjust the strap.

My WatchBox Feature allows users to stay updated with what products are in stock by turning on push-notifications for models they are interested in and create a wishlist. Information regarding the current market value of a particular watch model is now located in this tab instead of the pricing guide.

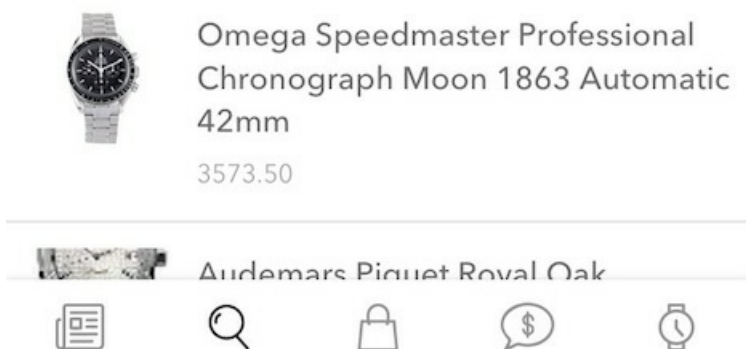
Users will also be able to upload photos of their watches to the My WatchBox section. The feature will act as a holding place for information such as purchase date and price, serial numbers, warranty details and service history.



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WatchBox's price guide. Image credit: Govberg Jewelers

Upgrades to the Sell or Trade feature will make it easier for users to connect with others regarding watch transactions.

Govberg's WatchBox app is available for [Apple](#) and [Android](#) devices.

Watch industry

The Federation of the Swiss Watch Industry saw higher monthly values, and exports improved steadily during the month of June.

In its monthly report, the Federation of the Swiss Watch Industry found that exports' recovery continued with a positive trend for June. After months of negative trends for Swiss watch exports, the sector is slowly regaining traction after being heavily impacted by challenges such as changing consumer tastes ([see more](#)).

Amongst this upward trend, Swiss watchmaker Piaget issued a special limited-edition version of its Altiplano watch in celebration of the timepiece's 60th anniversary.

Additionally, Piaget dedicated all of 2017 to the Altiplano, rolling out new marketing materials and products to celebrate the 60th year since the watch's creation in 1957. A short film accompanies the announcement as well as a first look at the new edition of the Altiplano watch ([see more](#)).

"We've been able to use the app to not only meet the needs and service of our existing customers, we've also been

able to acquire new customers who discover us through the app and its many useful features," Govberg Jeweler's Mr. Govberg said.

"We are using technology in a way no other retailer is doing, and have thus also been able to reach that elusive group of millennials that many have been targeting," he said.

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