

JEWELRY

Zenith, Vacheron Constantin entrust Hodinkee with ecommerce

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Hodinkee is now retailing new, authorized timepieces. Image credit: Hodinkee

By STAFF REPORTS

Watch platform Hodinkee is expanding its online shop offerings into new timepieces.

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Among the launch partners now retailing new watches via Hodinkee are Tag Heuer, Longines and NOMOS Glashtte. This marks the first time that these types of luxury brands will be available through a third-party, authorized ecommerce site, indicative of the growing embrace of online selling among watchmakers.

Watching ecommerce

Hodinkee originally opened its shop in 2012, selling watch accessories to its horology-enthused audience. The editorial platform added vintage watches in 2016.

Watch fans have proven they are willing to convert online.

Earlier this year, Swiss watchmaker Vacheron Constantin experimented with online ordering for the first time through a partnership with Hodinkee.

Vacheron Constantin and Hodinkee teamed for the project back in 2015, which resulted in the creation of the Vacheron Constantin Historiques Cornes de Vache 1955 Limited-Edition for Hodinkee. The limited-edition sold out in half an hour ([see story](#)).

Hodinkee's other limited-edition collections proved similarly successful, with consumers open to buying via mobile and purchasing timepieces without seeing them first in-person or interacting with the Hodinkee team.

The curated Hodinkee Shop will retail watches that the team is fond of, kicking off with classics.

For this latest effort, Vacheron Constantin is retailing its Historiques collection, which is vintage inspired. Produced in small quantities, the line features models based on archival timepieces.



Vacheron Constantin timepiece for Hodinkee. Image credit: Vacheron Constantin

"Consumers can expect the Hodinkee Shop experience to parallel the relationship we have already established with our readers as friends giving watch advice," says Eneuri Acosta, chief operating officer of Hodinkee, in a statement. "One of the most frequent requests we get from our readers and customers is to offer new watches for sale in the Hodinkee Shop, since many don't know how to navigate the tricky world of buying a watch online.

"We already offer vintage watches and the best selection of watch accessories, so this evolution into new watches as an authorized retailer of some of our favorite brands feels like a natural evolution," he said.

Aside from Hodinkee, other digital businesses are convincing watchmakers to embrace online selling.

Swiss watchmaker IWC Schaffhausen selected ecommerce retailers Net-A-Porter and Mr Porter as the brand's first online-only retail destination.

The jewelry and watch sector has been notoriously slow to jump on board ecommerce due to the high price of most items and the limitations digital selling presents for a business firmly rooted in physical try-ons. Slowly, but surely, high-end watchmakers and jewelers have embraced ecommerce players by choosing partners with an established and strong consumer base of affluent clients ([see story](#)).