

JEWELRY

WatchBox looks for growth in editorial integration

March 23, 2018



WatchBox partners with Revolution Magazine. Image credit: WatchBox.

By STAFF REPORTS

Online watch shop WatchBox is looking to expand the market for pre-owned watches by investing into editorial content.

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Revolution Media has partnered with the pre-owned watch retailer to integrate watch-buying capabilities into its industry content. The quarterly publication, known as an authority in watchmaking, will be supporting WatchBox as it aims to grow the pre-owned timepiece business, at a time that is primed for resale.

Watching secondhand growth

The fashion market category that relies on secondhand high-end apparel and accessories is witnessing a period of enormous growth, outpacing the full-price segment of its industry by 20 percent, according to a report from Fung Global Retail & Technology.

The entire resale industry is expected to grow from \$18 billion in 2016 to \$33 billion by 2021. This data comes from retail think tank Fung Global Retail & Technology, which released the "Fashion Re-Commerce Update" report to dig into exactly how and why this sector has been taking off ([see more](#)).

These findings show that this is a crucial time for platforms such as WatchBox to invest in their growth strategies.

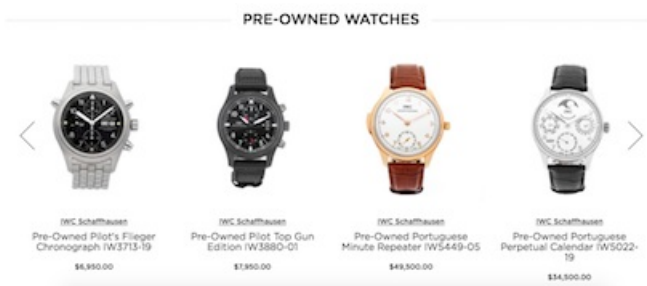


WatchBox pre-owned watches can now be bought through Revolution Magazine's website. Image credit: WatchBox.

The partnership with Revolution will bring not only awareness, but also a pathway to purchase to fans who are interested in WatchBox's products. The partnership is keen on catering to the overlapping audience.

Revolution will feature various items for sale on WatchBox on its Web site, Revolution.watch, as well as the magazine's mobile application.

Price and information regarding the timepieces will be included right within the site as a product page. Users can purchase without having to leave Revolution.watch.



WatchBox products featured on Revolution Magazine.

"We are committed to elevating the pre-owned watch perception and experience worldwide, offering collectors an efficient digital marketplace, real-time pricing data on their collections and high-touch client initiatives anywhere in the world," said Liam Wee Tay, chairman of WatchBox, in a statement. "Our footprint and unmatched industry experience in the U.S. and Asian markets heighten our ability to drive this change, and we are excited to be leading this in partnership with Revolution."

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