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WatchBox expands to South Africa via new partnership

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Topwatch will now be billed as "Powered by WatchBox." Image credit: WatchBox.

By STAFF REPORTS

WatchBox, an online marketplace for luxury timepieces, is expanding into an exciting new market by partnering with South African counterpart Topwatch.

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Under the partnership, Topwatch will now be "powered by WatchBox" and the two will share inventories and marketing efforts. The partnership expands WatchBox's reach into the African continent.

"We are making significant investments to drive WatchBox's long-term vision to be the preeminent global buyer, seller and trader of certified pre-owned timepieces, uniting tech-aided convenience with high-touch personal service," said Danny Govberg, co-founder and CEO of WatchBox, in a statement. "Topwatch adds a fourth continent to our portfolio as we build our global platform to serve the growing market for pre-owned luxury watches."

South African watches

Africa is an underserved but growing market for luxury goods today. Along with Asia and the Middle East, more luxury products are being shipped into the region, and luxury brands are upping their investments accordingly.

WatchBox, a marketplace for pre-owned luxury watches, has read this change in the wind and is expanding into Africa by partnering with South African company Topwatch.



The partnership is in effect immediately. Image credit: WatchBox

As part of the partnership, Topwatch will now have access to WatchBox's inventory as well as its global resources. In return, WatchBox will be able to reach a whole new market of customers with a strong presence in Africa.

With digital segments and a new wave of retail shaping passion industries such as the fine watch segment, WatchBox has found a way to bring luxury customer service to pre-owned shopping.

Virtual reality and sophisticated technology are a few of the tactics helping WatchBox cater to its growing audience, while keeping up the prestige of watch buying. Pre-owned retail is growing at an exponential rate, and WatchBox is wielding its popularity ([see story](#)).

"The partnership with WatchBox empowers Topwatch to expand our inventory, buying capacity and market influence to attract more clients as we continue to deliver the highest levels of quality and service," said Johan Dreyer, head of Topwatch, in a statement. "We are proud to support the collecting behaviors of the growing South African watch community, now as a part of the global WatchBox platform."

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