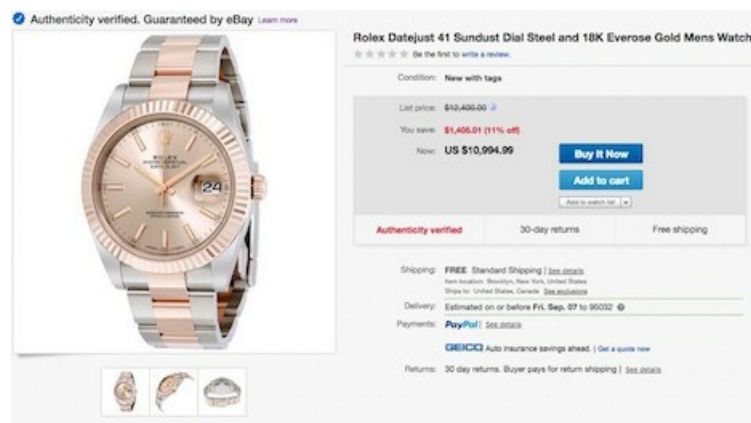


JEWELRY

## eBay extends authentication program to high-end watches

September 5, 2018



*eBay Authenticate includes brands such as Rolex. Image courtesy of eBay*

By STAFF REPORTS

Online marketplace eBay is expanding its authentication program to luxury watches, catering to the growing secondhand market for timepieces.

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Launched last year, eBay Authenticate is aimed at giving shoppers peace of mind when buying high-priced goods on the marketplace by having items verified by professional authenticators. With this move, eBay is putting pressure on luxury-specific secondhand sellers as it looks to be an even greater part of the luxury resale market.

### Authentication expansion

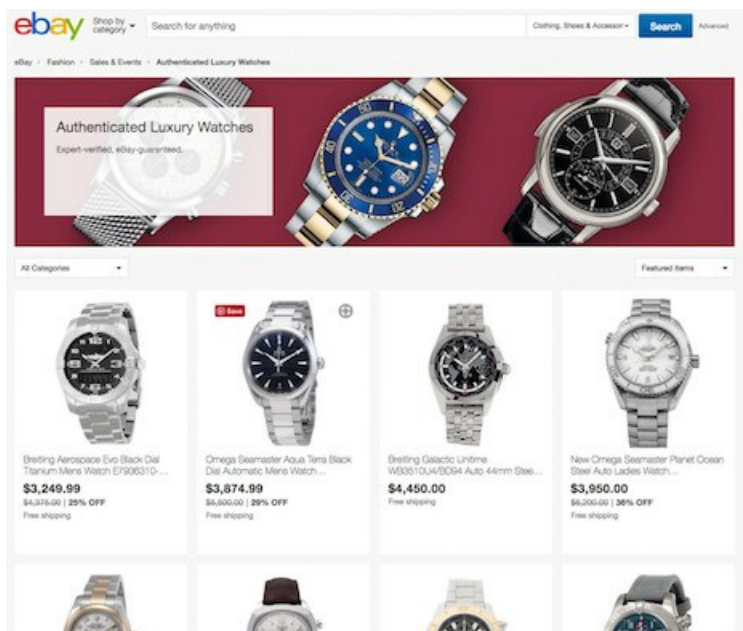
Until now, eBay Authenticate was focused solely on handbags from brands such as Louis Vuitton and Hermès ([see story](#)). Now the company is adding authentication for around 30 watchmakers, including Rolex, Patek Philippe, Omega, Audemars Piguet, Breitling and Panerai.

These timepieces come from top-rated sellers and are verified by third party experts. The 7,000 new, pre-owned and vintage timepieces available on eBay at launch range in price from \$500 to \$50,000.

In the coming weeks, eBay expects to have closer to 10,000 authenticated watches.

Watches are a top category for eBay, with a watch sold every five seconds on the platform in the U.S.

"eBay has the largest selection of luxury goods from rare and designer handbags to fine wristwatches and we know this community wants an added layer of trust and confidence when buying in these categories," said James Hendy, senior director of eBay Authenticate, in a statement. "We're adding third party authentication to this inventory because we know the importance buyers place on trust for high-value purchases."



*eBay Authenticate now includes watches. Image courtesy of eBay*

In addition to expanding to watches, eBay Authenticate has recently branched into European markets, including the United Kingdom and Germany.

After a stagnant few years in the watchmaking industry, younger men are supporting the sector by investing in high-value timepieces through auctions.

Similar to a fine wine or an expensive sports car, men ages 18 to 34 are finding more money to spend and getting in on the ground floor of investments with watches. According to findings from Barnebys, 90 percent of searches on its database are made by men in this age range, and searches by women are growing as well ([see story](#)).