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WatchBox expands into Switzerland with headquarters

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WatchBox has opened in Switzerland. Image courtesy of WatchBox

By STAFF REPORTS

Pre-owned timepiece ecommerce platform WatchBox is growing its global footprint with the opening of its third physical location in Neuchtel, Switzerland.

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Extending its brand beyond digital, WatchBox has opened showrooms in the United States and recently expanded into South Africa through an alliance with Topwatch ([see story](#)). Now, the retailer is opening a headquarters in Switzerland, which will include both offices and a showroom space, taking its secondhand sales to a key watch market.

Swiss services

As of Sept. 26, WatchBox Switzerland has launched its buying, selling and trading services. The Swiss operations, overseen by WatchBox executive vice president Patrik Hoffmann, include a showroom dubbed the Neuchtel Lounge.

Here, consumers can browse watches for sale. The lounge plays off the building's historic architecture, with the additional local touch of artwork from Neuchtel's Antonio Co.

At launch, the lounge is featuring an array of Patek Philippe watches, which will be available for sale through Oct. 10.

Outside of the lounge's public hours, clients can schedule private appointments. WatchBox will also host gatherings for collectors on the first Thursday of every month.



WatchBox Switzerland. Image courtesy of WatchBox

Along with sale space, the Swiss headquarters houses WatchBox Studios, which will produce content such as podcasts, live-streamed broadcasts, reviews, interviews and films.

"The opening of our Swiss location brings WatchBox's expertise in the secondary watch market to the epicenter of the industry," Mr. Hoffmann said in a statement. "We've developed a 'high-tech meets high-touch' model to support the evolving needs of the modern watch consumer, and we believe this approach will strengthen and accelerate the acceptance of certified pre-owned across the industry."

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](#)).

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