

JEWELRY

## Crown & Caliber brings pre-owned and new together with Troverie

November 15, 2018



*Crown & Caliber is working with Troverie on a trade-in program. Image credit: Troverie*

By STAFF REPORTS

Pre-owned watch seller Crown & Caliber is teaming up with timepiece platform Troverie to enable luxury buyers to trade up their watches.

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Through a new collaborative service, consumers can receive a quote for their timepiece from Crown & Caliber and trade in their watch for cash or shopping credit on Troverie. This service makes buying a new luxury watch more accessible, as consumers are able to put the value of an unwanted watch towards a new purchase.

"This program with Troverie is the first time ever that luxury watch owners will be able to perform a full transaction of trading in a pre-owned timepiece and acquiring a new luxury timepiece online," said Hamilton Powell, founder and CEO of Crown & Caliber, in a statement. "Sellers can expect to receive absolute transparency and high-quality professional service throughout the process, resulting in a valuable and enjoyable experience."

### Trading up

Troverie has an ecommerce site and omnichannel fulfillment in partnership with 16 luxury brands and independent jewelers. Among the brands currently available through the platform are Breguet, Omega, Bulgari, Tag Heuer and Longines.

Through a new service on Troverie, consumers can get a complimentary quote for a timepiece from Crown & Caliber. They can then receive either cash or a store credit for Troverie, which is 20 percent greater than the payout.



*Omega timepiece. Image credit: Troverie*

This acts similarly to the trade-in process for car buying, which allows consumers to apply the value of something they currently own to a new purchase.

"At Troverie, we are driven to provide the best possible experience across the entire sales journey," said Fred Levin, founder and CEO of Troverie, in a statement. "It's time the experience of selling a luxury watch was on par with other high-value assets like jewelry or automobiles.

"This partnership with Crown & Caliber gives customers across the United States the opportunity to monetize and benefit from the unused watches sitting in their drawers, upgrading them for a new timepiece they will enjoy for many years to come," he said.

Crown & Caliber previously partnered with Breguet on a similar trade-in program ([see story](#)).

As the circular economy grows, luxury players are getting in on the game.

In honor of Earth Day, fashion label Stella McCartney and secondhand marketplace The RealReal are teaming up to promote more sustainable buying habits.

Expanding on their existing partnership ([see story](#)), the two have kicked off a multichannel movement aimed at inspiring consumers to buy higher quality items that can have a lifespan after them. Fashion is a significant contributor to landfills, with the average U.S. consumer discarding 70 pounds of textiles per year, calling for a change toward more mindful consumption.

Providing monetary incentives for consumers to consign, those who resell a Stella McCartney item on The RealReal will receive \$100 to spend on a new Stella McCartney purchase ([see story](#)).