

FINANCIAL SERVICES

## WatchBox turns timepieces into financial capital

December 5, 2018



*Lux Exchange offers easy access to capital in exchange for luxury goods. Image credit: Lux Exchange*

By STAFF REPORTS

Pre-owned watch platform WatchBox is letting its clients use their luxury timepieces as collateral with the launch of a financial service in partnership with Luxury Asset Capital.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

WatchBox saw an opening for loans based on watch assets, similarly to existing services based on art investments. While consumers are putting significant funds into their watch collections, they often were not able to use the equity for temporary loans.

"Our strategy at WatchBox is to deliver a full suite of services for the luxury watch buyer and collector," said David Kaplan, chief marketing officer for WatchBox, in a statement. "We buy, sell and trade thousands of watches every year.

"Our partnership with Luxury Asset Capital allows clients to tap into the equity of their luxury assets without forfeiting ownership or future appreciation," he said.

### Financial service

Luxury Asset Capital turns consumers' luxury assets into liquid capital through Lux Exchange, responding to individuals' occasional needs for fast, short-term financing.

The recently launched Lux Exchange allows clients to put goods such as jewelry or cars up as collateral for capital, whether they need \$5,000 or \$5 million. Even those who have high incomes sometimes demand additional financial flexibility, whether for a business investment or an aspirational luxury purchase ([see story](#)).

Consumers apply for a loan through Luxury Asset Capital similarly to the process of selling a watch on WatchBox. After entering the details of their timepiece, they will receive a loan offer from the company.

The applicant then sends their watch via a prepaid insured package to Luxury Asset Capital, where it is inspected. The company then wires the funds to consumers.



*WatchBox is expanding into financial service. Image courtesy of WatchBox*

Similarly to an upscale pawn service, the owner can choose to get their watch back by paying off the loan plus service fees.

"At Luxury Asset Capital, we enable clients to quickly and easily borrow against their past purchases, instead of leveraging their future by selling stocks or other securities," said Dewey Burke, president and CEO of Luxury Asset Capital, in a statement. "There is a natural fit between Luxury Asset Capital and WatchBox.

"Luxury watches are consistently among the most popular assets our clients use as loan collateral because they retain so much of their value, and thanks to companies such as WatchBox, enjoy a vibrant secondary market," he said.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.