

JEWELRY

## Crown & Caliber grows bricks-and-mortar presence with Birks

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*Crown & Caliber is working with Birks. Image credit: Birks*

By STAFF REPORTS

Secondhand watch marketplace Crown & Caliber is expanding its bricks-and-mortar footprint to Canada through a partnership with jewelry retailer Birks.

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Exclusively at Birks stores in the market, Crown & Caliber will enable consumers to sell or trade-in their watches for cash or store credit. While launched as an online service, Crown & Caliber has extended its reach offline through partnerships.

Pre-owned meets new

Crown & Caliber's program with Birks allows consumers to meet face-to-face with a representative who will help them through the process of selling or trading in their watch.

After the consultation, Crown & Caliber will give the consumer a valuation for their timepiece.

Those who choose to sell can receive either cash for the value of their watch or store credit. Gift cards given to Birks stores will include an additional 20 percent to spend on in-store items.



*Crown & Caliber's app. Image credit: Crown & Caliber*

Among the brands included in the service are IWC Schaffhausen, Rolex, Omega and Patek Philippe.

"The trade-in program provides luxury watch owners an opportunity to receive immediate value in a form of compensation they prefer," said Hamilton Powell, founder and CEO of Crown & Caliber, in a statement. "Sellers will receive fair-market value with absolute transparency, trust and accuracy based on thousands of real sales and listings from our experienced team and high-quality service with straightforward accessibility from our retail partner, Birks."

Crown & Caliber is also working with Jared The Galleria Of Jewelry for a collaboration that brings together new and pre-owned retail, pointing to the growing popularity of secondhand luxury.

The U.S.-wide partnership allows Jared customers to trade-in old luxury watches to Crown & Caliber in exchange for cash, in-store credit or the opportunity to upgrade to a new timepiece, all through Jared's locations or online. This strategic relationship is indicative of how the market for pre-owned luxury goods is thriving courtesy of changing consumer behavior ([see story](#)).

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