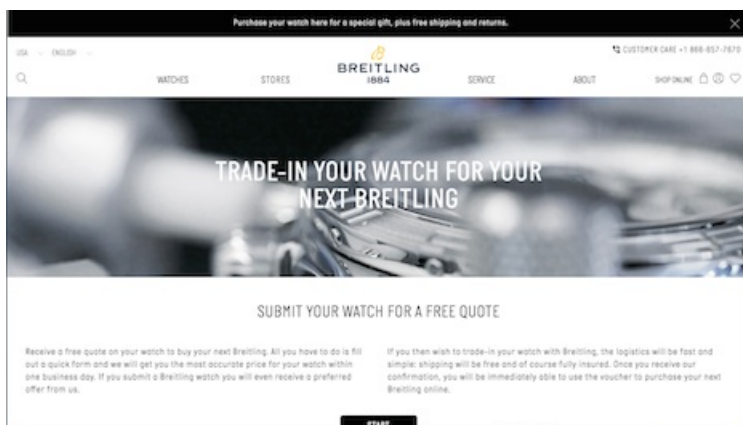


WATCHES AND JEWELRY

Breitling, in step with resale mood, launches online trade-in program for watches

November 7, 2019



Breitling has launched an online trade-in program in line with other industries such as automotive, electronics and fashion. Image credit: Breitling

By MICKEY ALAM KHAN

In a nod to the growing popularity of the resale market, watch owners can now trade in any luxury watch for a premium credit toward a new timepiece on Breitling.com in a deal made possible by pre-owned retail specialist Crown & Caliber.

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

Swiss brand Breitling via its Web site will provide trade offers on all luxury watches toward the online purchase of a new Breitling watch in the United States. Crown & Caliber will offer the free estimate services with a 20 percent premium over market price for any transaction on Breitling.com/trade-in.

"Just like ThredUp, The RealReal and Goat, we think it's time for the watch industry to follow a similar path," said Thierry Prissert, Wilton, CT-based president of Breitling USA.

"For us, it's the opportunity to respond to the customer and their needs and wants for another watch," he said. "It's basically offering more choices to our customers and increasing our footprint online and putting more watches on wrists."

It is time

Consumers can visit [Breitling.com/trade-in](https://www.breitling.com/trade-in) to request a quote for their watch. Crown & Caliber will make an offer within a business day based on current market trends and historical transactions.

If accepted, sellers will get the trade-in value to apply toward the online purchase of the new Breitling.

Extra incentives will be offered to consumers if they trade in a pre-owned Breitling for a new model from the same brand.

"We believe that trade-in is an important service not just for the watch industry but also for a lot of industries," said Hamilton Powell, founder/CEO of [Crown & Caliber](https://www.crowncaliber.com), Atlanta.

"The automotive industry introduced trade-in to maintain customer loyalty, but also as a way to gain new followers," he said. "We feel the same for watches. In the luxury industry, a lot of retailers have embraced the resale industry."



Crown & Caliber staff appraising watches and preparing them for resale on its site. Image credit: Crown & Caliber

Founded in 1884, Breitling has been typically associated with aviation and its marketing also confirms that rugged positioning.

CVC Capital Partners, Europe's largest private equity firm, in 2017 bought 80 percent of Breitling for \$870 million from Theodore Schneider.

Crown & Caliber is an online marketplace to buy and sell pre-owned watches. Its listings include brands such as Rolex, Omega, Tag Heuer, Breitling, Cartier, Panerai, Patek Philippe, IWC, Hublot, Audemars Piguet and Jaeger LeCoultre.

SUCH A WIDE array of watch brands gives the company an idea of market demand for the timepieces.

"Crown & Caliber's strength is in data and transactions," Mr. Powell said.

© 2020 Napean LLC. All rights reserved.

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