

WATCHES AND JEWELRY

Watches of Switzerland Group buys Analog Shift as interest in secondary market grows

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Rolex GMT Master 16700. Image courtesy of Watches of Switzerland Group

By LUXURY DAILY NEWS SERVICE

Watches of Switzerland Group USA, eyeing the pre-owned and vintage timepieces market, has bought Analog Shift after a two-year partnership with the watch retailer's launch of its SoHo flagship in New York.

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The acquisition occurred after the London-based watch retailer realized that the Analog Shift curation of pre-owned and vintage timepieces became one of the strongest performing segments in the downtown Manhattan location.

"As we began our entry into the US market back in 2018, we saw the pre-owned and vintage segment as a significant area of opportunity and Analog Shift as the ideal partner to help us realize that," said Brian Duffy, CEO of Watches of Switzerland Group, in a statement.

"Our relationship has had a very natural progression," he said. "It's two liked-minded brands working together in a space that is poised for exceptional growth.

"Having them as the official pre-owned and vintage resource for The Watches of Switzerland Group offers a multitude of possibilities and will bring tremendous value to our clients."

James Landin, founder of Analog Shift, is now director of vintage and pre-owned timepieces at Watches of Switzerland.



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Watch out

The acquisition will give Analog Shift more resources and an expanded distribution platform.

This deal also plants a stake in the ground for **Watches of Switzerland** in the largely unregulated pre-owned and vintage market that is gaining market share even as new models are slower to launch.

The Watches of Switzerland Group includes Watches of Switzerland, Mappin & Webb, Goldsmiths and Mayors, all brands heavily invested in jewelry, silverware and timepieces. The group is the United Kingdom's largest luxury watch retailer and the largest seller of Rolex, Cartier, Omega, TAG Heuer and Breitling timepieces.

"With interest in vintage and pre-owned timepieces rapidly increasing, thanks to heightened consumer awareness and education, as well as the lack of availability of sought-after new releases from brands like Rolex, Audemars Piguet, Patek Philippe and Omega, Watches of Switzerland realized Analog Shift offered more opportunity, and unlocked notable value and authenticity in a space that at times can appear unregulated and volatile to the end consumer," the company said.

Starting this week, the retailer will stock 75 vintage and pre-owned timepieces on [WatchesofSwitzerland.com](https://www.watchesofswitzerland.com), eventually leading to hundreds of SKUs.

Standouts include vintage hits such as a 1970 Patek Phillipe Golden Ellipse, to neo-vintage and classics including Rolex GMT-Master originally sold by Watches of Switzerland in 1994. Prices range from \$3,000 to \$55,000.

Watches of Switzerland will promote the expanded Analog Shift alliance heavily to its clients through social media and targeted online email.

"With the pre-owned and vintage markets often feeling uncertain for consumers, the trust in Analog Shift's expertise and authenticity, firmly now residing within the Watches of Switzerland Group, will allow enthusiasts to purchase pre-owned pieces with the confidence they have come to expect through Watches of Switzerland," said David Hurley, executive vice president of Watches of Switzerland Group USA, in a statement.