

WATCHES AND JEWELRY

Luxury watchmakers find success with long-awaited turn to digital

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FHH's Watches & Wonders is partnering with Mr Porter to expand brands' ecommerce presence. Image credit: Mr Porter

By SARAH RAMIREZ

NEW YORK Luxury watchmakers have embraced social media, customer relationship management platforms and other digital tools after temporarily closing their doors due to the coronavirus pandemic.

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During a panel at the Future of Luxury eConference on Sept. 23, leaders in the luxury watch industry discussed the trends shaping strategies post-COVID. Despite being slower than other luxury sectors in adapting to digital, watchmakers have been able to weather the COVID storm.

"Everybody loves retail therapy," said Brian Duffy, CEO at Watches of Switzerland. "There are fewer opportunities to spend money on all categories and so watches are an appealing item.

"CRM has allowed our teams to reach out to clients and engage them," he said. "Our presence on digital media has brought us a lot of new clients too."

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