

WATCHES AND JEWELRY

Vacheron Constantin launches in-store trade-in service

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Vacheron Constantin clients can now resell luxury timepieces. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is introducing trade-in services at its boutiques in the United States as it continues to modernize its client offerings.

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Vacheron Constantin is partnering with pre-owned timepiece platform to launch the complimentary service at its U.S. locations. Trade-in and resale services are becoming popular among affluents as a sustainable way to get more value out of their luxury goods.

Trade-in time

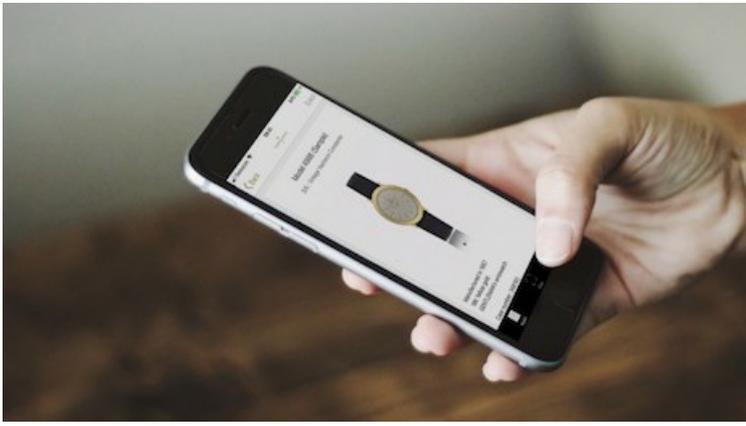
Clients can bring the timepieces they are interested in reselling to a Vacheron Constantin boutique. The brand's locations in New York, Beverly Hills, South Coast Plaza and Miami are offering the trade-in service.

A sales associate will complete a pre-valuation of the watch or watches. The timepieces do not have to be from Vacheron Constantin to be eligible for resale.

On-site, sales associates will also guide clients through the exchange process and assist in the selection of a new Vacheron Constantin timepiece.

For an efficient trade-in process, the watchmaker recommends clients bring the original box the watch was sold in, as well as accessories and paperwork, including proof of authentication, invoice and watch service history.

Once a client accepts a pre-valuation, the sales associate will arrange an appraisal reviewing the watch's condition and authenticity to confirm the final purchase price. The authentication process can take up to one week.



Vacheron Constantin is using blockchain to authenticate its watches. Image courtesy of Vacheron Constantin

Completing the process, final trade-in value can then be applied towards the purchase of a new Vacheron Constantin.

In 2017, British watchmaker Bremont and high-end timepiece consignor Crown & Caliber partnered for their own trade-in program ([see story](#)).

The new trade-in service is the latest way Vacheron Constantin is expanding its offerings amid the COVID-19 pandemic.

In November, introduced telephone sales orchestrated by its support staff to U.S. consumers after the successful roll-out of similar services in Europe, Japan and China. In addition, Vacheron's boutiques in the U.S. are now offering financing options to those interested in paying for watches at their own pace ([see story](#)).

Owners will also be able to register and authenticate their Vacheron watches with a new digital platform. With the launch of The Hour Club, clients will be able to access services including repair requests and streamlined reselling on Watchfinder ([see story](#)).

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