

WATCHES AND JEWELRY

## Hodinkee acquires Crown & Caliber in continued expansion

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*Hodinkee announces acquisition of secondhand watch marketplace Crown & Caliber. Image courtesy of Hodinkee*

By LUXURY DAILY NEWS SERVICE

Watch platform [Hodinkee](#) has announced its acquisition of secondhand watch marketplace [Crown & Caliber](#) as it continues to expand its offerings.

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Hodinkee is looking to attract more consumers into the world of watches by implementing expansive and innovative options. The partnership will ensure an online marketplace where consumers can purchase, trade or sell their pre-owned luxury watches.

"With smart pricing tools, quick payment services and a tremendous level of trust from their customers, Crown & Caliber are real experts in the pre-owned watch world," said Toby Bateman, CEO of Hodinkee, in a statement. "We are proud to welcome them into the Hodinkee business and are excited about expanding our own trade-in service and pre-owned watch sales."

**An all-time partnership**

Hodinkee has expressed excitement regarding its partnership with Crown & Caliber, noting the watch marketplace's excellent customer service and business practices.

Crown & Caliber was founded in 2013 and retails secondhand watches from Breitling, Rolex, Omega, Panerai, Patek Philippe, TAG Heuer and other luxury brands. The watch marketplace has implemented research, technological innovations and made in-house Swiss-certified watchmakers accessible to its consumers.



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This is the latest move in Hodinkee's expansion. The platform, which originally focused on editorial content, already has an ecommerce component and is an authorized reseller for several luxury watchmakers.

French luxury conglomerate **LVMH Mot Hennessy Louis Vuitton** is one of a number of investors poised to reap the benefits of the rise of Hodinkee, which succeeded in raising \$40 million via a Series B funding round in December and tapped a new chief executive. Hodinkee planned to use the investment to advance its retail and ecommerce capabilities as well as for the development of its editorial side ([see story](#)).

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