

WATCHES AND JEWELRY

## WatchBox expands entertainment offerings with Langepedia partnership

April 6, 2021



*WatchBox is dedicated to offering a range of video content featuring the celebration and analyses of watchmaking. Image Credit: WatchBox*

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller **WatchBox** is partnering with **Langepedia**, an encyclopedia dedicated to all things related to Swiss watchmaker A.Lange & Sohne.

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

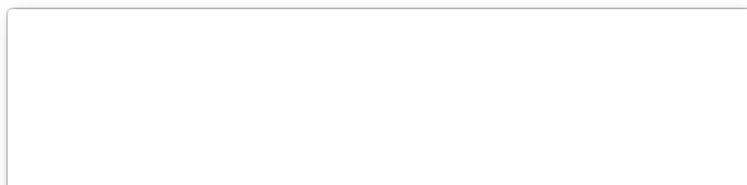
This collaboration marks WatchBox's latest effort to expand its luxury watch video network, a reflection of the organization's video-first strategy for education, entertainment and community development. The breadth of content from Langepedia will add a new dimension to WatchBox's portfolio as the partnership informs and enlightens collectors.

"WatchBox's mission is to build the world's largest community of passionate watch collectors, and we have learned so much about our clients' interest and appetite for high-quality content throughout the last year," said Justin Reis, co-founder and global CEO of WatchBox, in a statement. "Across our offices in the United States, Switzerland, Hong Kong, Singapore, and Dubai, there is keen interest in A. Lange & Shne, and we look forward to broadening our community and expanding the WatchBox voice across all channels in partnership with Langepedia."

What's to come

WatchBox Studios delivers weekly programming, featuring conversations, analyses and debate within the WatchBox team, as well as interviews with enthusiasts, watchmakers and scholars. The seller has also developed a new digital publication, **Our House**, which is aiming to celebrate the watch collecting experience.

Langepedia founder Alp Sever started the encyclopedia as an Instagram account in 2016 when he was a college student. Langepedia is now the go-to resource for the study and appreciation of A. Lange & Shne, the brand's artistic and technical masterpieces, and the renaissance of German watchmaking.



[View this post on Instagram](#)

A post shared by Langepedia (@langepedia)

*Alp Sever started the encyclopedia as an Instagram account in 2016 when he was a college student*

Langepedia will continue to operate as a standalone website and social media channel, as this partnership unites its encyclopedic knowledge and in-depth, independent content with WatchBox's global community and extensive inventory.

WatchBox is continuing to consider how to expand and tap new consumers.

In 2019, Watchbox took its model to the Middle East via a joint venture with the region's leading watch retailer. The WatchBox Middle East alliance with Ahmed Seddiqi & Sons aimed to tap the potential of the Middle East market for pre-owned watches ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.