

WATCHES AND JEWELRY

## Crown & Caliber, Grand Seiko launch trade-in service

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*Program participants in the U.S. will receive a competitive trade-in offer from Crown & Caliber within three business days. Image credit: Grand Seiko*

By LUXURY DAILY NEWS SERVICE

Secondhand watch marketplace **Crown & Caliber** is partnering with Japanese watchmaker Grand Seiko to introduce an exclusive trade-in program for customers in the United States.

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Starting today, the program offers trade-ins on timepieces towards the purchase of a new Grand Seiko timepiece at one of its U.S. boutiques. Consumers can begin their trade-in processes by going to Crown & Caliber's website or the dedicated Grand Seiko trade-in [webpage](#).

"Crown & Caliber has built a reputation for providing a best-in-class service that provides transparency and trust in the pre-owned watch space," said Brice Le Troadec, president of Grand Seiko Corporation of America, in a statement. "This new partnership further enables us to develop our relationship with the watch enthusiast community and provides an increased value-add to those looking to purchase a new Grand Seiko."

### Grand Seiko x Crown & Caliber

Consumers in the U.S. can engage in a hassle-free process of trading in their Grand Seiko timepiece through Crown & Caliber. After going to the Crown & Caliber or Grand Seiko trade-in webpage, customers can begin their processes and will then receive a competitive trade-in offer from the marketplace within three business days.

Those who accept the offer will receive the trade-in value to apply towards the purchase of any new Grand Seiko timepiece.

"Over the past 60 years, Grand Seiko has been crafting highly sought-after timepieces that combine the best in innovation with a true sense of artistry and craftsmanship," said Toby Bateman, CEO of Hodinkee, in a statement.

"As a manufacturer, Grand Seiko is a brand that our audience has a deep affinity for, and we are very excited to be offering this new service to our community," he said. "This exclusive partnership further solidifies why Crown & Caliber is the leader in the luxury pre-owned watch market."



*Hodinkee announced its acquisition of secondhand watch marketplace Crown & Caliber earlier this year. Image courtesy of Hodinkee*

Watch publication and platform Hodinkee owns Crown & Caliber, having acquired the marketplace in February.

With the acquisition, Hodinkee was looking to attract more consumers into the world of watches by implementing expansive and innovative options. The partnership ensures an online marketplace where consumers can purchase, trade or sell their pre-owned luxury watches ([see story](#)).

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