

WATCHES AND JEWELRY

WatchBox takes majority stake in De Bethune

September 3, 2021



De Bethune CEO Pierre Jacques and founder Denis Flageollet. Image courtesy of WatchBox

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller WatchBox has made a majority investment in Swiss watchmaker De Bethune, reinforcing its commitment to independent brands.

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De Bethune, which was founded in 2002 by master watchmaker Denis Flageollet, specializes in avant-garde luxury timepieces with most of its collection retailing for six figures. **WatchBox**'s investment will allow De Bethune to allocate more resources to its product, distribution and communication strategies.

Investment time

Following WatchBox's investment, De Bethune's Mr. Flageollet and CEO Pierre Jacques will remain on the brand's board of directors to ensure continuity. They will also continue to lead their teams in Geneva and L'Auberson, Switzerland.

"WatchBox has been a trusted partner of ours and a dynamic supporter of De Bethune for years," Mr. Flageollet and Mr. Jacques said in a statement. "We have long admired their desire and commitment to educate the global watch community on the art of watchmaking and are delighted to now join together.

"WatchBox's investment will enable De Bethune to fulfill our long-term vision of advancing and reinterpreting watchmaking."

De Bethune brings together technical innovations with avant-garde aesthetics

Founded in 2017, WatchBox consigns secondhand luxury watches from brands including De Bethune, Patek Philippe, Richard Mille and Rolex, among others.

The platform is also increasing its original content offerings.

This spring, WatchBox announced a partnership with Langepedia, an encyclopedia dedicated to all things related to Swiss watchmaker A.Lange & Sohne.

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 ([see story](#)).

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