

WATCHES AND JEWELRY

WatchBox unveils concept for collector's lounge

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WatchBox continues global expansion with new concept environment. Image credit: WatchBox

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller WatchBox has released plans for immersive collector's lounges across North America and confirmed plans for expansion in London and Shanghai.

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Conceptualized in partnership with Brazilian designer Andre Mellone, the new collector's lounge intends to be a chic and inviting space for watch enthusiasts that features contemporary elements. The concept will come to life in New York, Miami, Los Angeles and Boca Raton, Florida, with the New York lounge opening later this year and serving as a flagship for the company.

"WatchBox's expansion strategy targets regions with a strong growth forecast for the luxury watch segment," said Justin Reis, cofounder/CEO of **WatchBox**, in a statement. "As we amplify the WatchBox experience globally, a community-driven philosophy guides the way.

"Our clients and client advisors are drawn together by a common passion for collecting and fascination with horology," he said. "We sought to design immersive environments, combining retail with entertainment, personalized service, social connection and, of course, watches."

Time for expansion

Since it was founded only five years ago, WatchBox has quickly developed a presence in the United States, Hong Kong, Singapore, Switzerland and the Middle East, where a joint venture with Ahmed Seddiqi & Sons established the company in Dubai and Riyadh.



Rendering of the upcoming New York collector's lounge. Image credit: WatchBox

In November 2021, WatchBox raised \$165 million of equity capital, which was used to invest in its continued expansion as the secondhand hard luxury sector grows.

Led by investors Radcliff Companies and The Spruce House, the capital helped WatchBox further scale its digital platform, expand into new markets and enhance its inventory selection ([see story](#)).

Several months later, the company is now focused on expanding in key U.S. markets through its collector's lounge concept.

The New York lounge will encompass a 5,000-square-foot space on the fourth floor of the landmark Fuller Building at 57th Street and Madison Avenue in Midtown, Manhattan.

The lounge will merge event space with private showrooms, a boardroom, video and digital media studios, and a hands-on watch lab where visitors may examine, learn and work with WatchBox's advisory team as they explore curated collections.

An agenda of events and programming will accompany the opening later this year.

Additional locations in Miami's Design District, The Boca Raton resort and an expansive lounge, showroom and event space in West Hollywood will open later this year.