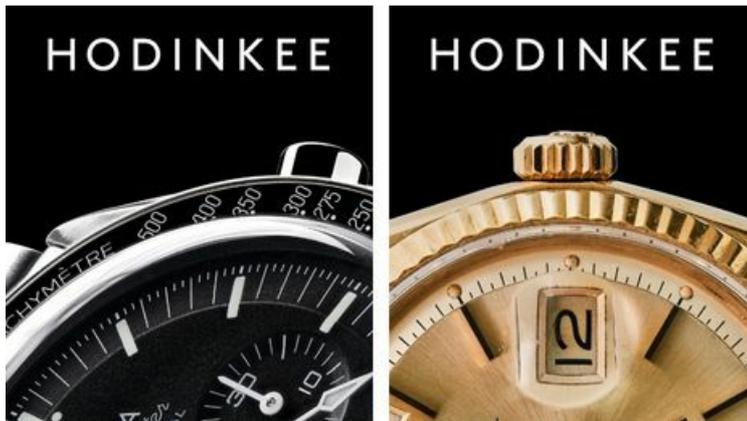


WATCHES AND JEWELRY

Hodinkee boasts the art of horology in debut brand campaign

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Hodinkee launches its inaugural brand campaign, featuring timepieces from Rolex and other luxury brands. Image courtesy of Hodinkee

By KATIE TAMOLA

Watch platform Hodinkee is showcasing its inaugural marketing campaign, putting for its most prominent effort yet to reach luxury watch lovers.

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A multi-faceted campaign including imagery, a billboard in New York and social media pushes is spotlighting Hodinkee's vast offerings. Brands being highlighted include Rolex, Omega, Tudor and more, with each facet of the campaign looking to attract consumers, wherever they may fall in their luxury timepiece preferences and interest.

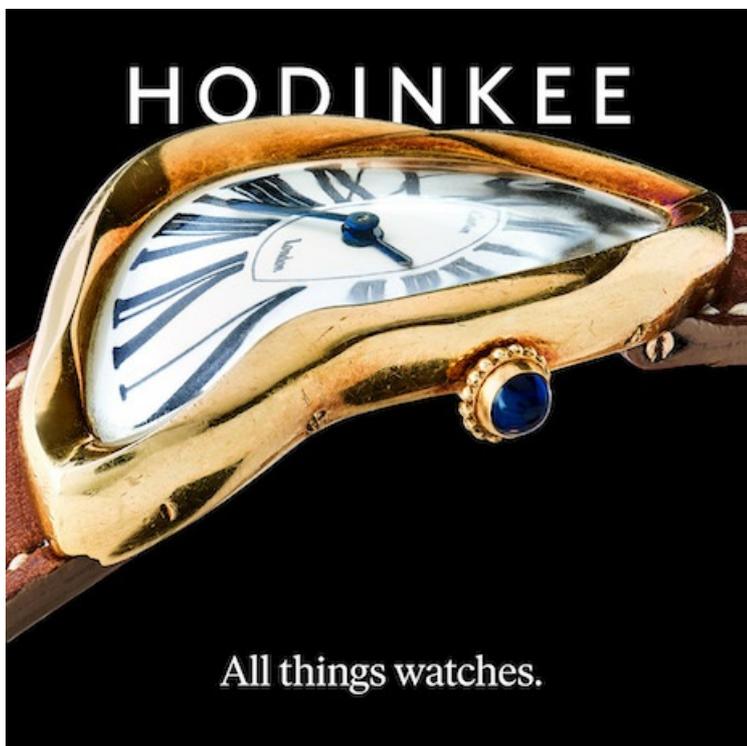
"For our first brand campaign at Hodinkee, we're inviting people at all stages of their watch collecting journey to join us in our fascination with timepieces," said Carlos Rivera-Anaya, chief marketing officer at [Hodinkee](#), in a statement.

"We developed the creative with the intention of showcasing iconic watches at monumental scale and untraditional angles - immersing the viewer in the small details that watch lovers obsess over," he said. "The photos resemble the moment when someone first holds a watch, and its full sensory experience, from feeling the weight of the material to hearing the sounds of the movement."

Into the world of luxury timepieces

With its inaugural brand campaign and overall mission, Hodinkee is aiming to present its vast collection of luxury timepieces.

Whether an experienced watch collector or a novice looking to explore options for a first luxury watch, Hodinkee is aiming to land top of mind for all luxury watch needs.



The Cartier Clash wristwatch. Image courtesy of Hodinkee

The expansive campaign seeks to lend insight into the world of and passion behind horology, or the study and measurement of time.

Campaign imagery is meticulously detailed, depicting a sensory experience and sharing more about what makes specific timepieces unique or attractive based on vast preferences.

Hodinkee has placed a billboard in the SoHo neighborhood of New York while crafting several assets for social media platforms including Facebook, Instagram and YouTube.

Sleek, simplistic and straightforward Hodinkee designs permeate the campaign, representing the brand's elegant ethos. Over a black background, high-definition images of timepieces appear with the simple brand name appearing in white text at the top center.

[View this post on Instagram](#)

A post shared by hodinkee (@hodinkee)

Other assets include images of timepieces, the brand's name and the simple, memorable tagline, "All things watches."

Rolex rises to the top of the campaign, as the company attempts to position itself as the ultimate vendor across many luxury consumer groups in search of a new watch, or any consumer who is looking to take in the art of watchmaking and house heritage.

Several brand-specific watches highlighted include the Omega Speedmaster, Rolex Day Date, Tudor Black Bay, Rolex Clasp and more.

Throughout the campaign, Hodinkee's passion for luxury is palpable a dedication not just to the watches themselves but to the craftsmanship and heritage behind each house.

With its first branded push, Hodinkee is looking to welcome consumers into a world of appreciation for all that luxury watches can be and the legacies that they hold.

Hodinkee expansion

Hodinkee has its eyes on the future its own, undoubtedly, as well as helping pave the future of the space to usher in new swaths of luxury timepiece enjoyers.

Last year, Hodinkee announced its acquisition of secondhand watch marketplace Crown & Caliber as it continues to expand its offerings.

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

Last month, Hodinkee reflected upon the Swiss watch industry, which continues to thrive.

The Federation of the Swiss Watch Industry has reported that the first six months of 2022 reflected nearly 12 percent growth in the value of exports compared to the same period in 2021. The total export value for all Swiss watches in this period was a sizable 11.9 billion Swiss francs, or about \$12.5 billion at current exchange ([see story](#)).

"Hodinkee's mission is to build a better world of watches and bring ease and accessibility to all who share the same curious passion," Mr. Rivera-Anaya said.

"We believe there is no prerequisite to finding your way to a timepiece, it can start with a simple curiosity," he said. Over the years, Hodinkee has followed this mission and built a strong, passionate community of watch enthusiasts.

"Our aim is to continue to welcome a wider, more diverse audience of readers and customers - and that's reflected in the breadth of our editorial, the values of our employees, and our unique position as a category leader in content and commerce."