

WATCHES AND JEWELRY

## WatchBox China names Andy Zhang new CEO

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*Andy Zhang will be an integral force in driving WatchBox's expansion in mainland China. Image courtesy of WatchBox*

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller WatchBox has appointed a new CEO of WatchBox China.

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Andy Zhang will be an integral force in driving WatchBox's expansion in mainland China, aiming to boost the country's economy while fostering the company's growth initiatives. The move aims to help position WatchBox as the ultimate resource for watch collectors in China, whether the consumer is a novice or veteran in the space.

"Andy brings an entrepreneurial spirit and a true love of horology to WatchBox," said Justin Reis, global CEO and cofounder of WatchBox, in a statement.

"Our global expansion strategy targets regions with a strong growth forecast for the luxury watch segment and revolves entirely around the interests of our community," he said. "Andy's experience demonstrates a shared philosophy around community, a command of high horology, and grasp of the distinct cultural identity of watch enthusiasts within the domestic Chinese market.

"We are excited for him to join our team as we embark on this next chapter."

Let it grow

Mr. Zhang has thrived as a watch enthusiast since he was a child and has been a collector of timepieces since 2010. He has noted being drawn to brands including A. Lange & Sohne, Patek Philippe and more.

Prior to his appointment at WatchBox, he worked as the director of watches in China for Phillips and also worked at A. Lange & Sohne as the business development and client director for the APAC and China regions.

He is the cofounder of social media community Lange Nation and was a co-organizer of the 2018 Shanghai Watch Festival, which he credits with helping fuel his passion for horology.

The appetite for timepiece collection is strong in China, as the Federation of the Swiss Watch Industry reports that exports of Swiss watches to China from January to June was second only to the United States for worldwide distribution since 2020.

WatchBox plans to open the Shanghai Collector's Lounge by the end of the year, with services for collecting, selling and trading watches then being made readily available.

"I'm excited to work with the global WatchBox team to develop a dynamic business for collectible luxury watches in China, adapting to the economic growth in the market, and bringing together the primary and secondary watch markets," Mr. Zhang said.

In June, WatchBox released plans for immersive collector's lounges across North America and confirmed plans for expansion in London and Shanghai.



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

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 ([see story](#)).

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