

JEWELRY

## Pre-owned luxury seller WatchBox lands stateside

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The exhibition features 100 watches representing both brands' earliest works up through the last two decades. Image credit: WatchBox

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller Watchbox is rounding the final leg of its global tour with stops in New York and Los Angeles next month.

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The exhibition, titled *Two Decades of F.P. Journe and De Bethune A Retrospective Exhibition* launched in Europe last fall, showcasing selections from Swiss watchmaker Franois-Paul Journe and independent Swiss watch manufacturer De Bethune. The appointments in New York and Los Angeles will also serve to introduce WatchBox's new locations opening in both cities, as well as in Boca Raton and Miami.

"The WatchBox community is drawn together by a common fascination with horology, and our retrospective exhibition offers an unprecedented hands-on and globally shared experience," said Justin Reis, CEO of WatchBox, in a statement.

"This is more than a carefully curated collection of watches," he said. "It is a portrait of the two leading independent watchmakers today a definitive statement of their evolution, milestones, and masterpieces."

"[ ] We are delighted to present the grand finale' of this exhibition in our new New York and West Hollywood homes."

### Grand finale

This traveling exhibition features more than 100 watches. showcasing the storied careers of Franois-Paul Journe and master watchmaker and co-founder of De Bethune Denis Flageollet, respectively.

In addition to the watch displays which are available to purchase the event features educational elements, an opportunity for private appointments, and celebrations all around.

The first U.S. stop will be held in New York's WatchBox Collector's Lounge from March 9 to March 11 before opening in the Los Angeles Collector's Lounge March 16-18.



*WatchBox's New York location—and the other three throughout the U.S. feature designs by New York-based Studio Mellone. Image credit: WatchBox*

Each of the four new U.S. WatchBox locations feature lounges, private showrooms and "watch labs" where collectors can discover new pieces and engage with fellow enthusiasts. Each space measures 4,000 square feet with design elements provided by New York-based firm Studio Mellone.

Since debuting in Switzerland in October, the tour has since made its way through Shanghai, Singapore, Hong Kong and Dubai.

These dates coincided with each city's Watch Week events ([see story](#)).

The exhibition represents early examples from F.P. Journe's and De Bethune's respective works, as well as those from as recently as the last twenty years.

Guests of the exhibition will include WatchBox's director of media, Tim Mosso, and from De Bethune, CEO Pierre Jacques and international head of sales, Jorg Hysek. All three will be on hand to discuss the works on display.

Visitors to WatchBox's exhibition are welcome to walk in, though appointments are being encouraged.

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