

JEWELRY

WatchBox merges with multiple luxury jewelry store chains to form The 1916 Company

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A Collector's Lounge in New York City. Image courtesy of The 1916 Company

By LUXURY DAILY NEWS SERVICE

Pre-owned timepiece seller WatchBox is evolving, unveiling a global destination for both new and collectible luxury watches.

Launched Nov. 1, family-owned players Govberg Jewelers, Radcliffe Jewelers and Hyde Park Jewelers have merged with the digital pioneer, all four coming together under the rebranded title, "The 1916 Company." The mega-retailer is also officially authorized to sell one of the sector's most highly sought-after brands secondhand, per a new partnership with Swiss watchmaker Rolex.

"Watches have the power to bring people together," said Justin Reis, global CEO of [The 1916 Company](#), in a statement.

"Over the years, we've observed our collectors' desire not only for digital connectivity, but the rich experiences of physical interaction they value the bonds formed with our dedicated Client Advisors and the friendships they've made across our community," Mr. Reis said. "The evolution into The 1916 Company is a natural progression for us, shaped by our clients' voices and needs."

"With The 1916 Company, we're reinforcing the sense of community, rooted in our existing relationships, while eagerly embracing the opportunity to forge new ones."

Mind the time

The 1916 Company unites WatchBox with leading watch retailers across the United States, in a move that joins the primary and secondary markets under a single brand, according to a statement.

Those who forged the deal will now be able to leverage a bricks-and-mortar network comprised of eight multibrand salons and five mono-brand storefronts in Philadelphia and Ardmore, PA, Baltimore and Towson, MD, Newark, DE, Denver, CO, Newport Beach, CA and Scottsdale, AZ.

Collector's Lounges in key watch markets worldwide including Switzerland, Hong Kong, Singapore, Shanghai, and Dubai, as well as New York, Los Angeles, Miami, and Boca Raton round out The 1916 Company's more than 20 boutiques.

Across all channels the company's \$200-plus million pre-owned inventory is available online and across all of these physical

locations collectors can expect an international partner for their new and pre-owned watches and fine jewelry.



The 1916 Company's collection includes luxury watches from the likes of Daniel Roth, De Bethune, and A. Lange & Shne. Image courtesy of The 1916 Company

Founded in 2017 by Danny Govberg, Justin Reis, and Tay Liam Wee, the focus on digital client services that WatchBox fostered is also to be continued by way of the venture at hand.

"In creating The 1916 Company, we embrace our identity as a 107-year-old start-up," said Mr. Govberg, cofounder and executive chairman at WatchBox, in a statement.

"The principles of our business are rooted in enduring relationships, while our commitment to innovation and transformative change drives us to anticipate the ever-evolving needs of discerning watch collectors today and tomorrow."

Leaders are gaining a dedicated team of client advisors back locations boosted by long-standing relationships with standout watch brands, plus a popular media platform that empowers buyers to collect, sell, trade and learn about watches.

Within the next six months, new and existing clients of each jeweler involved will be integrated into The 1916 Company. Audiences can learn more at www.the1916company.com.

The 1916 Company has also joined the official network authorized to sell Rolex Certified Pre-Owned (CPO) watches. Currently available for sale at govbergwatches.com and radcliffejewelers.com, and within dedicated Official Rolex Jeweler stores in Philadelphia, Baltimore, Newark, Denver, Newport Beach and Scottsdale, the collection includes professional and classic models such as the Paul Newman Daytona.



Govberg Jewelers, now part of The 1916 Company, showcases a dedicated Official Rolex Jeweler store in Philadelphia. Image courtesy of The 1916 Company

The CPO program enables customers to purchase watches that are at least three years old at the time of resale and have been certified by an authority, an issue many in the industry are tackling ([see story](#)). Each comes in a recognizable pouch with a seal and a two-year international Rolex guarantee card.

To continue expanding care for clients, the retailer is opening a Rolex Authorized Service Center. Ensuring that all watches sold through the program are up to standards, the site is operated by brand-trained watchmakers and technicians based within a mile of The 1916 Company's headquarters as such, pre-owned Rolex timepieces will no longer be sold at www.thewatchbox.com.

Named after the year that Govberg Jewelers was founded in Philadelphia, John Shmerler of Radcliffe and Damon Gross of Hyde Park Jewelers will head up The 1916 Company's retail network.

"We are honored to partner with Rolex in their Certified Pre-Owned program, showcasing our years of experience and dedication to delivering the finest pre-owned client experience," said Mr. Govberg, in a statement.

"Together, we will set a new standard for the world of collectible luxury watches and the realm of certified pre-owned, offering an unparalleled client experience befitting the heritage and excellence of Rolex."

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