

JEWELRY

American Express, Watches of Switzerland offer exclusives to top cardholders

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The companies celebrated the program's launch with VIP clients at an event in New York City last month. Image courtesy of American Express

By LUXURY DAILY NEWS SERVICE

British luxury watch and jewelry retailer [Watches of Switzerland Group](#) is working with American Express to offer its Centurian members special access.

The two companies have introduced the Centurion Watch Program, inclusive of a selection of 200 archival timepieces curated specifically for its top cardholders. The exclusive products and services were showcased during an event in New York City that allowed VIP clients to view and shop luxury collections last month.

Watch for it

Celebrating the launch of _____ on Jan. 25, 2024, ___ gathered at American Express Centurion's New York City space at 1 Vanderbilt Ave in Manhattan, w

The Centurion New York celebration officially rang in the partnership between American Express and the Watches of Switzerland Group.

At the co-hosted event, the line of timepieces was showcased in front of the consumers for whom it was brought together: Centurion Members.



A collection of watches has been curated for the American Express program's members. Image courtesy of the Watches of Switzerland Group

Experts from the Watches of Switzerland Group were on-site, at the ready to grant insights and informed perspectives concerning the designs. Advice on collecting was also given, and guests had the chance to try on the lineup.

Future, hands-on engagements like these will now be added to the Big Apple venue, which already boasts a series of member-exclusive happenings. Located on the 55th floor of the One Vanderbilt building, Centurion New York is home to a dedicated luxury space with hospitality and entertainment elements.

Going forward, cardholders will also get to enjoy VIP services when they stop by Watches of Switzerland.



Centurion Members have a growing number of luxury lounges and venues around the world. Image courtesy of American Express

American Express has recently boosted other benefits for Centurion Members.

Collaborating with the Port Authority of New York and New Jersey, the company is installing a 17,000-square-foot branded lounge at the Newark Liberty International Airport. By 2026, travelers will find themselves taking in views of the city's famous skyline ([see story](#)).