

COMMERCE

New leaders named at The 1916 Company

April 2, 2024



The duo will oversee the next age of the organization as it emphasizes digital development. Image courtesy of The 1916 Company

By LUXURY DAILY NEWS SERVICE

Major appointments have been announced at global watch and jewelry retailer [The 1916 Company](#).

Justin Reis will assume the role of chairman and John Shmerler will be the new CEO of the organization. On top of leadership revelations, The 1916 Company is undergoing a slew of other updates as it rolls out a fresh website alongside branded physical and digital locations.

"I am delighted to welcome John Shmerler as the chief executive officer," said Mr. Reis, in a statement.

"John has an incredible passion for the industry and carries deep relationships with the leading watch and jewelry brands," he said. "This announcement comes at the perfect time, as we continue to invest in our community-focused strategy, nurturing long-lasting customer relationships, and bringing together the worlds of new and pre-owned watches and jewelry.

"It's all about creating a richer experience for our clients."

Watching out

Mr. Shmerler is readying to lead the company into the next chapter of its business.

He will draw on his over 30 years of industry experience, thoughtful leadership style and customer-centric approach. Danny Govberg, who cofounded WatchBox ([see story](#)), will support him by continuing to strategize and develop the vision for the brand in his day-to-day duties.



The lounges of WatchBox, the collective that merged into The 1916 Company last year, are getting a makeover. Image courtesy of The 1916 Company

"I am excited to engage in this new role, and to bring my industry knowledge to The 1916 Company," said Mr. Shmerler, in a statement.

"We are poised to grow, and more importantly, elevate and deepen our relationships with new and existing clients."

Going forward, the organization is planning to spend the coming months uplifting its three primary pillars: physical and digital spaces, product and service offerings, and a vibrant community.

WatchBox Collector's Lounges across the globe now display The 1916 Company logos. The construction of co-branded boutiques and multi-label showrooms is also underway.

Fresh stores are slated to be built in Baltimore, Maryland, and Ardmore, Pennsylvania, later this year. In 2025, a Manhattan Beach multi-brand shop will open its doors in California.

Continuing this national push is "Generations: A Timeline of F.P. Journe," a traveling exhibition that celebrates the rare collectibles of the man behind the eponymous high-end watch manufacturer.



The exhibition is hitting both coasts of the U.S. Image courtesy of The 1916 Company

The hands-on programming is hitting major markets, such as Miami and Newport Beach, California.

This is all supported by the launch of The 1916 Company's new website. The digital space will be home to the business come the second quarter of this year.

"We're excited to unveil The 1916 Company's new online destination, delivering access to our full authorized brand portfolio, complemented by an unparalleled pre-owned inventory," said Mr. Shmerler, in a statement.

"The platform will serve as a destination for collectors to collect, sell, and learn about watches," he said. "These services, along with curated pre-owned collections, have been successfully introduced across our retail locations in Philadelphia, Baltimore, Delaware, Denver, Newport Beach, and Scottsdale, mirroring the experience one has when engaging remotely with one of our dedicated client advisors."

© 2024 Reliance Relocation Services, Inc. All rights reserved.

LuxuryDaily is published each business day. Thank you for reading us. Your **feedback** is welcome.