

WATCHES AND JEWELRY

Watchfinder & Co. names first stylist in residence

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The digital reseller is venturing into new territory with the help of an elite industry talent. Image courtesy of Watchfinder & Co./Austin Hargrave

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Preowned luxury timepiece platform Watchfinder & Co. is tapping a fashion specialist with experience dressing Hollywood stars.

This week, the U.K.-based company announced the appointment of Ilaria Urbinati as its first-ever stylist in residence. The Italian native has worked with major celebrity clients such as Dwayne Johnson, Chris Evans, Ryan Reynolds and Barry Keoghan will craft The Style Edit, a selection of trendy timepieces available via Watchfinder & Co.'s digital storefront.

"Our customers are wonderfully diverse, each with their own unique tastes, styles, and priorities," said Arjen van de Vall, CEO of Watchfinder & Co., in a statement.

"Welcoming Ilaria to our team of experts is an exciting step forward her ability to shape identity through fashion makes her the perfect addition to the Watchfinder offering," Mr. van de Vall said. "The Style Edit by Ilaria Urbinati captures the spirit of what makes pre-owned so exciting: individuality, craftsmanship and timeless appeal.

"We're thrilled to bring Ilaria on board as our first-ever Stylist in Residence and offer our customers a collection that brings together her red-carpet sensibility with our passion for extraordinary watches."

Wrist wear

The Style Edit is curated into five categories: "slim and chic," "preppy sports watches," "80s power era," "bold colors" and "action hero watches." Ms. Urbinati will continuously refresh the collection throughout the year.

"In curating this edit, I wanted the selection to reflect the breadth and individuality of my clients," said Ms. Urbinati, in a statement.



The stylist will also create ongoing editorial and social media content for the platform, such as guides and personal pairing insights. Image courtesy of Watchfinder & Co./Austin Hargrave

"When styling, I'm particularly drawn right now to slimmer watches with that elegant vintage feel they look amazing under a shirt cuff," she said. "At the other end of the spectrum, I love a bulky, rugged timepiece like something Arnold Schwarzenegger would wear in the jungle, full of wrist presence and attitude if you want a statement accessory, you can't go wrong with a large watch!"

"My clients are watch lovers, each with their own style, their own story; this edit is all about that individuality, no two clients are the same, and neither are the watches."

The Style Edit is **live** now, featuring timepieces from brands such as Rolex, Audemars Piguet, Vacheron Constantin, Omega and Cartier.

Just weeks ago, global watch and jewelry retailer The 1916 Company enlisted American venture capitalist and "Shark Tank" star Kevin O'Leary in the launch of a new insurance service ([see story](#)).

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