

IN-STORE

Tourneau reminds watch lovers of Daylight Saving Time with service event

March 6, 2014



By JEN KING

Watchmaker and retailer Tourneau is generating foot traffic with a time-centric event that offers complimentary service to create loyal consumers.

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As watchmakers have opened standalone boutiques, watch retailers, such as Tourneau, must create in-store events that generate interest in their wide offering of timepieces housed under one roof. For Daylight Saving Time March 9 at 2 a.m., Tourneau is offering watch wearers the opportunity to have their sensitive timepieces reset to reflect the change in time.

"Daylight Saving Time is an event that illustrates Tourneau's commitment to first class customer service and watch expertise," said Ira Melnitsky, CEO of **Tourneau**, headquartered in New York. "This weekend, Tourneau will offer a complimentary time reset and light polish, as well as our signature five-point check to ensure proper watch functionality."

"One of the busiest times of year for Tourneau, Daylight Saving always helps drive watch owners and fans to our retail locations nationwide," he said. "While it's important to keep

your watch looking sharp year-round, this time of year often reminds people to have their watches looked at and serviced if needed.

“It also gives Tourneau the chance to showcase our premier customer service, expansive assortments and personalized watch expertise.”

Spring forward

Tourneau is welcoming watch enthusiasts to its more than 30 locations throughout the United States in celebration of Daylight Saving Time beginning on March 7.

In addition to selling its own eponymous watches, Tourneau is also a certified retailer of watchmakers such as Rolex, Cartier, Patek Philippe, Vacheron Constantin, Jaeger-LeCoultre and Breguet. Tourneau also sells a wider variety of mass and branded watches to appeal to a wide assortment of consumer demographics.



Tourneau's New York store front

For Daylight Saving Time, Tourneau will staff 1,000 watch professionals who will begin the process of resetting more than 100,000 timepieces from 100 plus brands on the morning of March 7. This extensive task requires precision and skill as many of the watches available at Tourneau are complicated and valuable.

To remind consumers that time is “springing forward,” Tourneau is inviting watch enthusiasts to its bricks-and-mortar locations for complementary time resetting to reflect Daylight Saving Time. In addition watches will receive a light polish and Tourneau’s signature five-point check that ensures a watch is functioning properly by testing its water resistance, magnetization and adjustment of straps or bracelets as well as replacing pins if needed.



A watch being serviced by Tourneau

This service is offered to consumers year-long by Tourneau's in-store service center, but a focused event for Daylight Saving Time is more likely to increase awareness.

"In addition to building upon the brand loyalty the event will help Tourneau to drive revenue," said David Russo, vice president of [Boston Retail Partners](#), Boston. "The event provides customer interaction which is always an opportunity to sell.

"By putting the timepiece in the hands of one of their trained service people, they can inspect it to identify other necessary maintenance procedures that need to occur," he said. "Perhaps there is a loose bezel or a broken crystal in need of repair.

"These are additional services that a customer would not normally be in the market for until something negative happens. It also physically puts the customer in the store directly in front of the nice shiny new timepieces that will inevitably catch their eye, that is never a bad thing when it comes to luxury retail."

Retail on the wrist

With the continual rise of interest in horology, Tourneau may benefit from this initiative.

Swiss watchmaker Patek Philippe is at the forefront of brands in the haute horlogerie category, according to a preview of the Digital Luxury Group's tenth annual World Watch Report 2014.

The World Watch Report's Haute Horlogerie preview was released to coincide with the Salon International de la Haute Horlogerie held in Geneva as the world's premier watchmakers jockeyed for attention from international watch collectors. Releasing figures pertaining to watch manufacturers at the event may have driven interest among horologists, while helping watchmakers pinpoint emerging and recovering markets ([see story](#)).

Also, Tourneau has successfully driven consumers to its locations in the past.

For example, Tourneau raised awareness of its Certified Pre-Owned collection among its social media followers through a storytelling campaign.

The #WatchStories campaign was housed on a Facebook application where consumers could browse pre-owned timepieces and share events that happened during each watch's circa year. Participants had the chance to win a Tourneau TNY Series watch when engaging with the campaign ([see story](#)).

As in all sectors, an event is best when catering to an affluent consumer base looking for personalized treatment.

"Events such as these serve to create a bond between the retailer and the customer," Ryan Grogman, vice president of Boston Retail Partners, Boston. "Beyond just the transaction of a sale, retailers are constantly seeking ways to establish a relationship with their consumers.

"These relationships and bonds, built by demonstrating value-added services, are what truly drives customer loyalty in today's marketplace," he said. "In this particular case, Tourneau is celebrating horology itself.

"While many view the bi-annual time change as a nuisance when it comes to resetting their timepieces, Tourneau is instead focusing on the tradition of the change and inviting their customers to share the event with them. Furthermore, they are using this event as a way to remind customers that timepieces require periodic maintenance and serves to strengthen the bond between the retailer and the customer by positioning Tourneau as experts in not only the sale of a timepiece, but as experts in the care and maintenance as well."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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