

# WATCHBOX

## WatchBox Unveils Swiss Headquarters, Trading Floor and Neuchâtel Lounge

*Following the success of its US and Hong Kong divisions, the global e-commerce platform heightens commitment to international watch consumer with opening of Swiss location.*



**Philadelphia, PA** (September 26, 2018) – **WatchBox**, the leading global platform for pre-owned luxury timepieces, today announced the opening of its Swiss headquarters at Rue de la Promenade-Noire 5 in Neuchâtel. This site marks the company’s third physical location, complementing showrooms and trading floors in the United States and Hong Kong. On the heels of a strategic partnership launch with Topwatch in South Africa earlier this summer, **WatchBox**’s foray into Switzerland is an important step in the company’s march towards true global connectedness and delivery of a revolutionary pre-owned luxury watch experience.

Born in the digital space, WatchBox offers consumers a trustworthy and efficient solution for buying, selling, and trading pre-owned timepieces; uniting technology, market expertise, pricing transparency, and high-touch client service initiatives. Under the leadership of Executive Vice President **Patrik Hoffmann**, the opening of **WatchBox Switzerland** elevates the company’s global visibility and reinforces its commitment to the international watch consumer with multi-lingual watch experts, an engaging community, and an array of professional services.

WatchBox’s Swiss headquarters includes a showroom for private appointments, events, and relaxed browsing – the **Neuchâtel Lounge** – with the company’s now-signature ‘trading floor’ framework. Here, the historic and modern realms are seamlessly fused together; a contemporary atmosphere within a historic Neuchâtel building. Paintings and engravings by Neuchâtel artist Antonio Coï adorn the walls of the Lounge, adding character and elegance to the space. Local watch enthusiasts, consumers, and international visitors can expect a curated inventory of pre-owned timepieces for sale, streamlined access to an ever-expanding global inventory, and to receive fair market value on all watches traded or sold. Swiss headquarters also includes a professionally designed **WatchBox Studios** onsite to produce live-stream broadcasts, hands-on watch reviews, podcasts, interviews, and creative film content from the heart of the Swiss watch industry.

**WatchBox Switzerland**’s buying, selling and trading services commence today; and hereafter, the **Neuchâtel Lounge** will be open to the public on weekdays between 8.30am to 4.30pm. Private appointments are readily available outside of stated hours, and monthly events and collector gatherings will be hosted the first Thursday of each month, beginning on October 4. An exceptional selection of pre-owned Patek Philippe timepieces has been curated for the launch and will be showcased for private sale until October 10.

“The opening of our Swiss location brings WatchBox’s expertise in the secondary watch market to the epicenter of the industry,” remarked Hoffmann. “We’ve developed a ‘high-tech meets high-touch’ model to support the evolving needs of the modern watch consumer, and we believe this approach will strengthen and accelerate the acceptance of certified pre-owned across the industry.”

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**Translations:** Access French and German versions → <https://bit.ly/2leFbMR>

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## **ABOUT WATCHBOX**

WatchBox is the world's leading ecommerce platform for the buying, selling, and trading of pre-owned luxury timepieces; fueled by technology, innovation, and unmatched global experience in the high-end watch market. WatchBox offers an unrivaled selection of pre-owned luxury timepieces for sale and its client services for selling and trading timepieces are streamlined and readily accessible both on and offline, with private showrooms and buying offices in Philadelphia, Hong Kong, Switzerland, and South Africa. Trust, pricing transparency, and authentication are central tenets to WatchBox's platform, with each watch thoroughly evaluated by the company's in-house master watchmakers. [www.thewatchbox.com](http://www.thewatchbox.com)

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