

WATCHBOX

WatchBox Launches Authorized Dealer Network, Strengthening Position in US Market
Partnership between Hing Wa Lee Jewelers and WatchBox empowers retailer to offer pre-owned buying, selling, and trading services in store. Launch event scheduled for December 8.



Philadelphia, PA (December 5, 2018) – **WatchBox**, the leading global destination for pre-owned luxury timepieces, today announced the launch of its Authorized Dealer network, and welcomed Hing Wa Lee Jewelers as its inaugural partner. As an authorized WatchBox dealer, Hing Wa Lee will offer clients comprehensive services and consultation for watch trading and buying, as well as access to browse and purchase from WatchBox’s global inventory of certified pre-owned watches.

David Lee, Chairman and CEO of the Hing Wa Lee Group, remarked, “Hing Wa Lee Jewelers is excited to partner with WatchBox to provide trading and selling services of pre-owned watches to our clients.”

WatchBox’s founders and leadership believe that physical locations and high-touch personal service in key global markets are invaluable to the widespread acceptance and understanding of the luxury pre-owned watch category. Having successfully launched WatchBox divisions in Hong Kong, South Africa, and Switzerland, the expansion within the United States represents the next phase of strategic growth for the company. The recent acquisition of Chronofy, the valuation subscription service for pre-owned watches, provides WatchBox with the infrastructure and technology to take its services to a network of hand-selected retailers who meet the WatchBox standard for client service.

Global President and Chief Operating Officer of WatchBox, Amanda Ellison, added, “WatchBox is thrilled to bring our pre-owned buying, selling, and trading practices to Hing Wa Lee Jewelers. Their stellar reputation and standard of excellence make Hing Wa Lee the perfect inaugural partner for our network. Through this partnership, WatchBox formalizes the *intersection* of the primary and secondary watch markets, which means that Hing Wa Lee is now equipped to offer what today’s watch consumer is seeking – a trustworthy partner for the buying, selling and trading of *both* new and pre-owned timepieces under one roof.”

Hing Wa Lee’s buying, selling and trading services commence today at the company’s locations in San Gabriel and Walnut, CA. WatchBox’s extensive inventory is now presented on www.hingwaleejewelers.com/watchbox in the **WatchBox Digital Corner**, as well as through interactive digital showcases in each of Hing Wa Lee’s stores.



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A celebratory launch and trade-in event is scheduled for Saturday, December 8 at Hing Wa Lee's Walnut location, during which a selection of exceptional pre-owned watches will be exhibited and available for sale, and WatchBox representatives will be onsite for complimentary valuations.

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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

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