

# HODINKEE

## **HODINKEE Acquires Leading Pre-Owned Luxury Watch Specialists Crown & Caliber**

**New York, NY (February 18, 2021)** -- [HODINKEE](#), the preeminent destination for all things watches, is pleased to announce its acquisition of the leading online pre-owned luxury watch specialists [Crown & Caliber](#). The deal further solidifies HODINKEE's mission of making the world of watches better by investing in and developing products that cater to today's enthusiasts.

Since its founding in 2008, HODINKEE has been about bringing more and more people into the world of watches. As enthusiasts themselves, the people of HODINKEE approach the challenges of the watch world from a unique perspective. From content creation, to instilling trust in the online shopping experience of new and vintage watches, to even developing its own insurance platform that understands the nuance of watch collecting, HODINKEE remains true to its founding mission.

The next segment HODINKEE wants to put its stamp on is the pre-owned watch market, and that's where Crown & Caliber comes into play. The addition of Crown & Caliber is intended to serve the watch community by combining the expertise of the two companies to create the foremost online marketplace for those looking to purchase, trade, or sell their pre-owned luxury timepiece(s).

Founded in 2013 by Hamilton Powell, Crown & Caliber differentiated itself from the competition by taking an innovative approach to buying and selling pre-owned luxury watches. Through its use of market data, innovative technologies, in-house Swiss-certified watchmakers, and an unparalleled customer service experience, Crown & Caliber solved a lot of pain points customers experienced by removing the risk of buying, selling, or trading pre-owned luxury timepieces. Over the past eight years, Crown & Caliber has brought operational expertise, scale, and transparency to a segment of the watch industry that was lacking.

"With smart pricing tools, quick payment services, and a tremendous level of trust from their customers, Crown & Caliber are real experts in the pre-owned watch world," says HODINKEE CEO Toby Bateman. "We are proud to welcome them into the HODINKEE business and are excited about expanding our own trade-in service and pre-owned watch sales."

"With mutual respect for each other over the years, the Crown & Caliber team has watched with great admiration as HODINKEE has become an undisputed industry leader," says Crown & Caliber Founder and CEO Hamilton Powell. "And as we looked at the future of our industry, HODINKEE and Crown & Caliber agreed we would benefit from each other's strengths to build a one-of-a-kind online destination for all watch enthusiasts."

"Hamilton and I have been friends for ages. One night over dinner six years ago, we hatched the idea of joining forces one day. Neither of us were ready at the time, but the idea never faded. Today, I am thrilled and honored to finally make this a reality," says HODINKEE Executive Chairman Benjamin Clymer.

**About HODINKEE**

Headquartered in NYC, HODINKEE is the foremost destination for all things watches. Founded in 2008 by Benjamin Clymer, HODINKEE has grown from a blog writing about mechanical timepieces into a leading media and commerce company. HODINKEE has the world of watches covered: website, podcast, magazine, social media, the HODINKEE Shop, and HODINKEE Insurance. With its respected point of view, engaging storytelling, curated product selection, and enthusiast-focused services, HODINKEE is at the forefront of the best the world of horology has to offer and the community that supports it. [Hodinkee.com](http://Hodinkee.com)

**About Crown & Caliber**

Crown & Caliber was founded in 2013 as an e-commerce retailer and is a leader in the pre-owned luxury market. Their inventory offerings include Breitling, Rolex, Omega, Panerai, Patek Philippe, TAG Heuer, and dozens of others. By using market data, innovative technologies, and delivering an unparalleled customer experience, they are dedicated to removing the risk when buying, selling, or trading a pre-owned luxury watch. Crown & Caliber offers the ultimate in industry expertise with a large-scale operational department that includes experienced refinishers, technicians, and a team of Swiss-Certified watchmakers. [Crownandcaliber.com](http://Crownandcaliber.com)

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