

Buy the Seller!

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So you've decided you want to get the watch of your dreams—but you don't want to get ripped off! The question arises: Where exactly do you buy it from? There are a plethora of places to source your watch from—all the way from the high street to auction houses and independent grey dealers, for those looking for something special or out of production.

High Street

Here, you'll find run-of-the-mill jewellers stocking mostly low- to midrange watches, although some of these have now started to sell higher-end brands, too. The salespeople might not know much about the watches but you may still find yourself facing a hard sell.

Haggle hard and you should be able to get a 15–30 percent discount off the RRP.

If there are any problems with your watch, you have peace of mind knowing it's got a guarantee and who to go to. All these shops will be affiliated with the brands they sell, so you don't need to deal with the brands themselves regarding service, repairs, etc.

Independent jewellers

Still on the high street, these may sell a whole range of brands, from the lower end to the upper echelons of the very high-end brands. Some of these jewellers may even deal with only used watches. Hopefully the sales advisors here know a thing or two about what they're selling, and can guide you in making the right choice. You should be able to try on the watches you

like in your own time, without any of the high-pitched hard sell. If buying a used watch, don't forget to check if it comes with box and papers, or at least the service history.

Again, these dealers are affiliated to the brands they sell, so if there are any problems with your watch, you know where to go. Some of these shops may take your watch back in to either sell for you on commission or allow you to part exchange it for something else.

Independent grey dealers

Not for the faint-hearted! These are usually individuals who can source and locate watches for you. You need to know what you're doing and what to look out for, because getting it wrong here could mean being left with a watch needing major

work. Many of the watches might be new, sourced from abroad, and some may be very rare used pieces.

Research the person you're buying from, and look up references. A lot of info on whom to buy from and whom to avoid can be found on the internet. However, when it goes to plan, you can end up with some significant savings, a new point of contact to source further watches from, or even the acquisition of your grail piece!

The Internet

'Buyer beware' here. Although there are some great deals available online for even higher-end watches, I cannot cover all the potential problems which may ensue when buying online, the worst of which is finding yourself out of pocket holding onto a very good-looking replica of the





Mellachervu's go-to watch dealer,
Owen & Robinson in Leeds



A collection of used watches
at Owen & Robinson

watch you thought you had paid for!

So there we have it: a brief, succinct guide of where to start looking for your watch.

The old adage 'Buy the seller' comes to mind here. Ensure you're happy where you're buying from and from whom you're buying. If in doubt, walk away. ■



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