

## Watchfinder & Co. Opens Flagship Boutique

***Opening its doors in the heart of London - home of British watchmaking - Watchfinder's flagship WF&Co. boutique is bringing the best of luxury watches straight to the capital.***

Situated within the opulent courtyard of the Royal Exchange, the WF&Co. boutique will provide luxury and convenience to watch buyers in the city.

Over ten years of preparation and expertise have gone into creating the ultimate premium pre-owned retail experience, and manning the wheel is former Watches of Switzerland manager Simon Moody. WF&Co. Co-Founder Lloyd Amsdon stated that, 'the WF&Co. boutique is a reflection of the expansion and direction that Watchfinder is moving in; the company is no longer just an online retailer, but a multi channel retailer, service centre and publisher. The Co. reflects a coming together of people and the creation of new areas to the business.'

Over 500 watches will be on display at the new boutique, ranging from contemporary to vintage, offering a selection unlike anything seen before. Rare offerings will also take pride of place, giving customers the unique chance to enjoy many important and historical pieces all in one location. The WF&Co. boutique is open from February 2013.

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### **About Watchfinder:**

Watchfinder.co.uk is home to the UK's largest collection of pre-owned watches and is visited by over four million people every year. Founded by a group of watch enthusiasts and friends in 2002 as an answer to the lack of online resource for fine timepieces, Watchfinder has been built around the ethos of trust, establishing the confidence needed to buy and sell high value watches via the internet.

The company delivers the ultimate customer experience, providing consumers with a superior way to buy brands such as Rolex, Omega, Breitling, TAG Heuer, Longines and Cartier. Every watch received undergoes a strict and rigorous screening process for authenticity and condition, ensuring that each item meets the highest standard possible before sale, before then being given a twelve month warranty as a testament to its excellent working order. Watchfinder is part of the WF&Co group.

More information can be found at [www.watchfinder.co.uk/info/About-us](http://www.watchfinder.co.uk/info/About-us)

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