



PRESS RELEASE

The vintage market has been booming in recent years, with trends in all sectors, from fashion to watchmaking, confirming the craze for a return to the values, authenticity and know-how of a bygone era.

There are many players in this field with no real expertise, making the reading and experience rather opaque and confusing for the customer.

Following the success of its Milan office, the [WATCHFID](#) team is proud to announce the opening of its Paris structure and the expansion of its workforce, with the arrival of Otaïa Gossart, in charge of the group's international communications.

THE GENESIS

In the mid-2000s, two watch enthusiasts, Anthony Marquié and Grégoire Rossier, started to study the OMEGA's iconic Speedmaster Moonwatch. Their meeting resulted in the production of an exceptional, must-have book, the ultimate guide to every detail of the watch's production since its creation in 1957.

[MOONWATCH ONLY](#), published in 2014, has won unanimous acclaim among watch collectors and enthusiasts. This book has undeniably opened up a new path to watchmaking expertise. This worldwide success will be followed by the writing of new [horological works](#), and will germinate, in the minds of our two enthusiasts, the idea of a unique project:

WATCHFID

Aware of the needs of the market and thanks to exceptional databases and high-performance analysis methods, and with the support of a group of private investors, Anthony and Grégoire are launching in 2020 an innovative advisory, which they will call [WATCHFID](#), entirely dedicated to collectors' watch enthusiasts.

"WATCHFID's DNA, based on the reference works written by its founders over the past 15 years and their incomparable databases, represents an undeniable key to success in the vintage watch market."

Anthony Marquié

A SPECIALIZED ADVISORY COMPANY

"Our aim is simple: to enable everyone to understand the quality of a collector's watch in the simplest, most reliable way possible.

Anthony Marquié

WATCHFID's mission is to create a genuine ecosystem at the service of watch collectors. In a complex and opaque market, the aim is to create a climate of trust by promoting quality, transparency and traceability for collectors' watches.

WATCHFID's concept is based on a number of complementary activities designed to create a naturally virtuous circle:

- in-depth research and knowledge linked to the production of watch books,
- the development of unique watchmaking databases,
- innovative analysis methodologies and processes,
- comprehensive and rigorous expert reports,
- the creation of a secure blockchain digital passport for each watch,
- an online showroom of certified watches,
- customized, personalized advice,
- exchanges between collectors thanks to the Watchfid community.

FOR YOUR WATCH ONLY

An exclusive appraisal report

"Our goal is to provide our clients with the keys they need to fully appreciate the value of their watch, with maximum transparency.

Grégoire Rossier

FOR YOUR WATCH ONLY is an appraisal book that presents each watch in the most detailed and objective way possible, thanks to a rigorous analysis of all its constituent parts, high-resolution photos and an innovative, proprietary rating system: the Watchfid Score.

Printed or in digital format, each FOR YOUR WATCH ONLY booklet provides its owner with a detailed and reliable study of each of his watches, and constitutes a beautiful work that can be consulted and shared with friends and family at any time.

WATCHFID-ID

Innovation at the service of collectors

Aware of the questions and doubts that watch collectors and enthusiasts may have in a highly opaque watch market, [WATCHFID](#) has introduced a radically different approach, combining watch expertise and new technologies with a digital certificate: [WATCHFID-ID](#).

Until now, there was no practical way of answering essential questions: where does a watch come from? What is its history? Who were its previous owners? What changes or repairs have taken place?

All these questions are fundamental for a watch enthusiast, and they define the value of the watch; they also condition the way in which the future buyer will define his research and manage his collections.

At [WATCHFID](#), each watch has its own digital certificate thanks to blockchain technology: this new digital identity brings together all the watch's information (identifiers, photos, documents) in an entirely secure space, accessible at all times and transferable to its next owner.

A SHOWROOM FOR EXCEPTIONAL WATCHES

A specialized sales platform

The [WATCHFID platform](#) presents a range of certified collector's watches available for sale.

This selection of models available in our platform is the fruit of research, analysis and advice provided by [WATCHFID](#) teams to a network of well-known and loyal collectors.

This is by no means a general platform, but more precisely a reliable, specialized showcase, where each watch has been individually selected for its conformity, presentation qualities, history and horological interest.

The sale (and purchase) of collector's watches is certainly one of [WATCHFID](#)'s main pillars, but it is clearly part of a series of other activities, all complementary and with high added value, and all focused on defending the interests of collectors and enthusiasts.

[WATCHFID](#) has also chosen to develop its offering for an important market: vintage women's watches, with the same selection and presentation criteria as for men's models.

A HIGH-LEVEL ADVISORY BOARD

WATCHFID brings together, through [its management team and its Advisory Board](#), a network of high-level skills made up of recognized professionals.

Their role is to ensure optimal operation in all areas: technologies, strategic choices, methodologies, specific solutions; these key missions are discussed and arbitrated to ensure the coherence and implementation of all the company's activities.

BECOME A WATCHFID MEMBER

All visitors automatically become Explorer members of the [WATCHFID Club](#) by subscribing to the newsletter.

They can also deepen their knowledge, take part in events, interact with a unique network of enthusiasts, and enjoy additional benefits by subscribing to complementary offers such as Connoisseur and Collector, available online on the [WATCHFID](#) website.

WATCHFID confidently invites you to rediscover the finest watchmaking houses and view exceptional models: OMEGA, CARTIER, ROLEX, JAEGER LECOULTRE, PATEK PHILIPPE, BREITLING, PIAGET, ...

For further information and to request an interview with the founders:

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