

First Class Watches
press@firstclasswatches.co.uk
01926 298499

First Class Watches uses 360° imagery to shoot over 70,000 watch photos

Warwickshire, UK - First Class Watches, an official UK retailer for over 60 brands of traditional and designer watches, has now shot over 70,000 watch photos using 360 degree imagery. The photos are comprised of 24 separate images, which are captured using a specialised camera. The images are then stitched together to provide an interactive view of the watch. 360° photos allow shoppers to see what the watch will look like in the real world, from all angles, before purchasing. The 360° watch photos are not limited to just being viewed on PCs, shoppers visiting from mobile and tablet devices are able to view the 360° images too with full zoom functionality using both touch gestures and mouse scroll.



An example of our fully zoom-able 360 image technology

“Over the last few years we have been adding 360° watch photos to the website, which has become increasingly popular with our customers. Reaching the milestone of 70,000 images shows our commitment to helping shoppers make the best decision possible when it comes to purchasing a new watch from us.” – Tony Smith, 360° camera operator.

The effort taken to incorporate 360° watch photos on the First Class Watches website is part of the commitment to great customer service. As the 360° image allows the customer to get a full view of the watch, from all angles, customers are able to make a better informed decision about the watch. This website feature is able to increase customer satisfaction and reduce return rates, keeping the average rating of First Class Watches reviews at 4.9/5 from thousands of independently collected reviews.

Launched in 2005 by high street jewellers James Moore & Co, [First Class Watches](#) is a family owned and operated business who have used the power of internet retail to reach customers from all corners of the globe. More than ten years on, they are one of the UK's largest independent watch retailers with hundreds of thousands of happy customers. Using their responsive website customers can browse a stock of over 5000 watches and more than 60 designer watch brands at their leisure. First Class Watches uses self-photographed 360 degree imagery, product reviews, price matching and free watch adjustment to allow customers to make an informed and quick purchases while receiving the same service and warranty they would expect from a retail store. For more information please contact press@firstclasswatches.co.uk or visit www.firstclasswatches.co.uk.