

FOR IMMEDIATE RELEASE: 21/7/2016

**First Class Watches**  
**info@firstclasswatches.co.uk**  
**01926 298499**

**“Retail Titans” First Class Watches Appear in WatchPro Hot 100 2016**  
*Jamie Brown, Mark Canning, Scott Lucas & Rowland Jones named in list of the watch industries most prominent figures.*



Photograph attached in high resolution and copyright cleared for used in PR, web, editorial, trade and consumer publications worldwide.

**More Info:** <http://www.watchpro.com/hot-100-retail-titans-jamie-brown-mark-canning-scott-lucas-rowland-jones-first-class-watches/>

**Kenilworth, UK –** The identity of this year’s WatchPro Hot 100 have been revealed with four of the prestigious spots being held by First Class Watches in this year’s list. The announcement was made at the “industry party of the year” which took place at the spectacular Kensington Roof Gardens on Tuesday the 5<sup>th</sup> of July. The identity of all of those included in the WatchPro Hot 100 were kept a closely guarded secret until the evening itself. Photographs of everyone named in the list were unveiled exclusively at the event with First Class Watches featuring in the Retail Titans category. The photograph and article will feature in the August edition of WatchPro.

“I want First Class Watches to become a household name!” said Jamie Brown, who first opened the jewellery store James Moore Jewellers when he was 21 and launched First Class Watches in the Summer of 2004. Being named in this prestigious WatchPro Hot 100 this year appears to be one more step towards the goal of becoming a household name. Over the last 12 months the list of brands carried by First Class Watches has continued to expand and a TV advert appeared on Sky Television over Christmas. E-Commerce

manager, Scott Lucas, explained that the advert “led to our best-ever performance over the 2015 seasonal period.”

Rather than congratulating themselves on this very impressive achievement, the First Class Watches management team are looking forward to what they need to do next. General Manager Mark Canning said “I’ve learned that to achieve more you need to work hard and be persistent, and for us this means continuing to explore niches within the industry that may previously have been left untapped.” While social media manager Rowland Jones explained how the internet brings new and exciting opportunities to help grow the First Class Watches Brand, “I’ve always found that video engages customers really well and I would be thrilled to bring more video content to First Class Watches.”

Appearing in the WatchPro Hot 100 is another step towards First Class Watches becoming the go to place for watch buyers in the UK. Over the last year First Class Watches have incorporated 360° photos on the mobile responsive website, become a Google Certified Shop and ran a TV advert on 120 slots across popular Sky channels. Their dedication to great customer service has allowed First Class Watches to achieve an average rating 4.9/5 at Trustpilot from thousands of reviews. The future looks bright for First Class Watches and it will be exciting to see what these “Retail Titans” do next.