

First Class Watches
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First Class Watches Ready to Build on Remarkable Growth

Kenilworth, UK – British watch retailer First Class Watches are ready to build on a very inspiring twelve months after 2016 bought an increase in year-on-year sales of 70%. The multi-channel retailer now stocks over 100 watch brands and were nominated for online watch retailer of the year at the first WatchPro Awards late last year. First Class Watches are hoping to build on this success during 2017 and few would bet against them having another incredible year.

After being named in the WatchPro Hot 100 Managing Director Jamie Brown verbalised his intent by boldly stating: “I want First Class Watches to become a household name!” Over the next 12 months First Class Watches aim to build on their recent success and work towards making that statement of intent a reality. The brand has grown in recognition exponentially in recent years since launching back in 2004. First Class Watches launched their first TV ad at the end of 2015 and several members of staff enjoyed praise after featuring in the WatchPro Hot 100 “Retail Titans”. Over the next year, you can expect to see First Class Watches taking big steps towards becoming a household name.

First Class Watches are looking to invest in a new watch boutique during 2017 to provide further retail space for their ever-growing collection of brands. It will also help build the brand recognition of First Class Watches towards becoming a household name. By becoming a household name First Class Watches hope to become the go to place for watch buyers in the UK. Over the last two years First Class Watches have incorporated 360° photos on their mobile responsive website, become a Google Certified Shop, been named in the WatchPro Hot 100 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 of 4.9/5 at Trustpilot from thousands of reviews. 2017 looks bright for First Class Watches and it will be exciting to see what these “Retail Titans” do next.