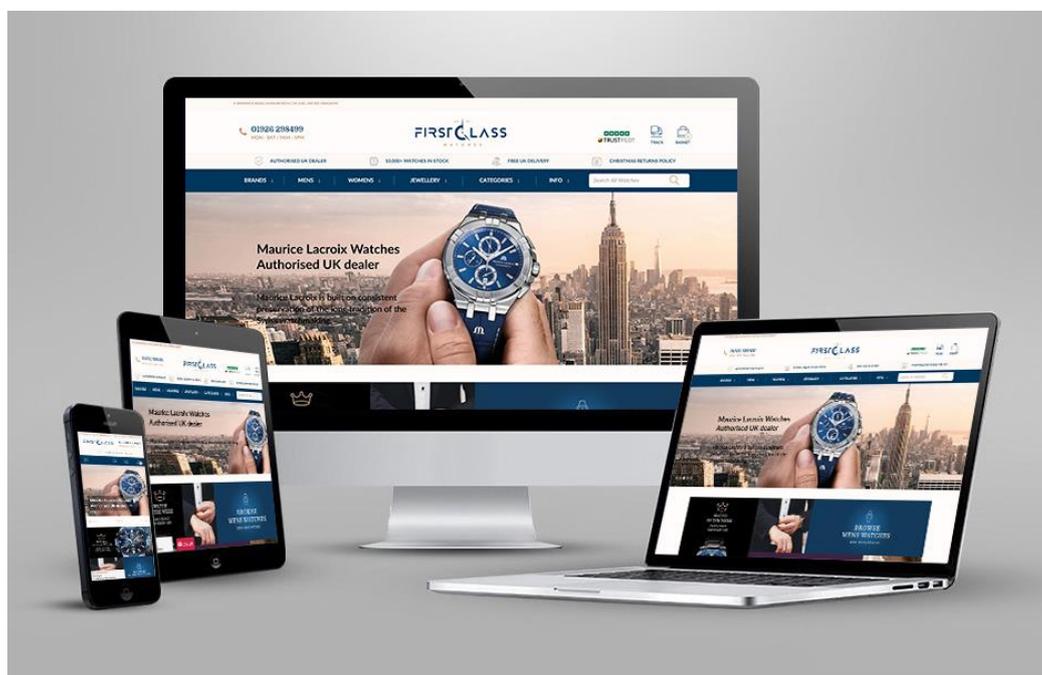


FOR IMMEDIATE RELEASE: 01/11/2017

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First Class Watches launches rebranded website ahead of Christmas season

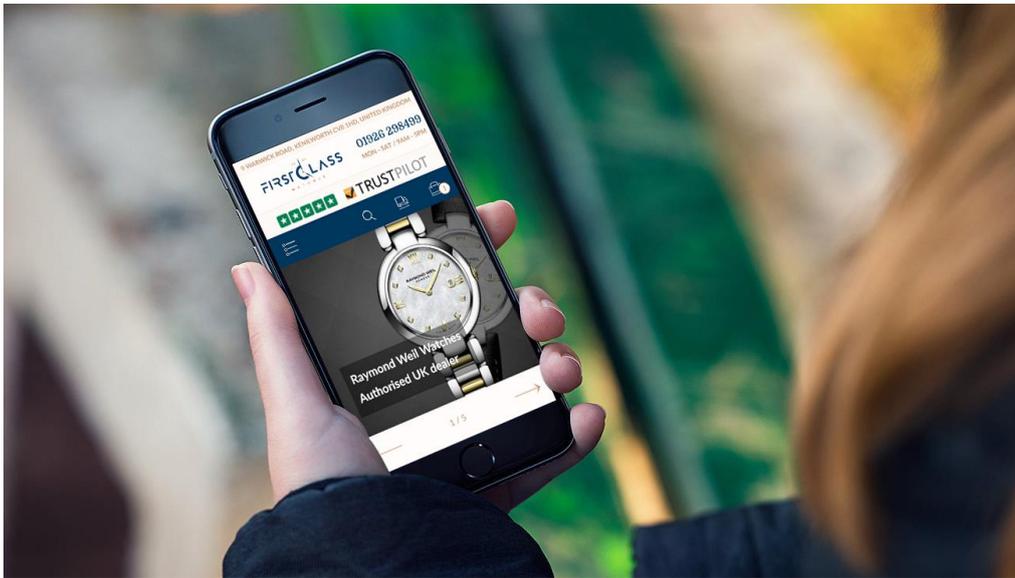
Warwickshire, UK – First Class Watches is inviting shoppers to try their new fully redesigned and rebranded website which brings a modern and fresh experience.



Following remarkable year on year growth, the decision was taken to rebrand First Class Watches in order to better portray the company's "First Class" ethos of quality products and high-end customer service across the board. With more and more shopping carried out by consumers online, customers can browse their online catalogue of more than 100 luxury and designer watch brands across all their devices. Full stock information and specifications, product filtering and rich content such as videos and 360-degree product imagery are presented to allow customers to find the right watch for them.

"Carrying forward with another impressive year of trading, we are thrilled to keep the momentum going by launching our phenomenal new website and we are sure it will showcase our brands and products better than ever before. Our new website branding lends a luxury feel to the First Class Watches website, which is in keeping with our sophisticated and high quality brands." - Jamie Brown, Owner Director

The company is hoping that launching their new website prior to the critical retail period will persuade customers to purchase and further increase their market share. In 2017 alone, First Class Watches have partnered with over 25 new watch brands and they are delighted to have been recognised for the second year running as a finalist for this year's WatchPro Awards ceremony, which celebrates the best retailers and brands in the industry.



Launched in 2005 by high street jewellers James Moore & Co, [First Class Watches](http://www.firstclasswatches.co.uk) 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 10,000 watches and more than 100 luxury and designer watch brands at their leisure. First Class Watches uses self-photographed 360-degree imagery, click and collect, interest free credit, 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.