



# Watch Intelligence Index

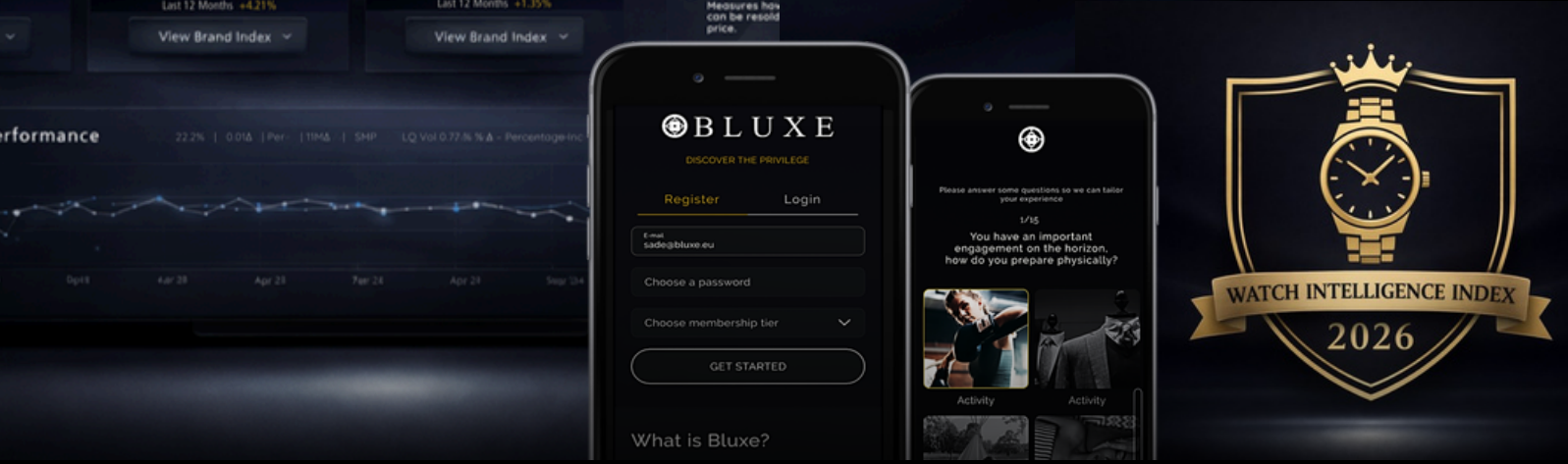
## Founding Partner Overview



STRATEGIC PARTNER OVERVIEW



**PUBLISHER: BLUXE GLOBAL**  
MAGAZINE | DATA ANALYSIS | DESIGN



## EXECUTIVE SUMMARY

The Bluxe Watch Intelligence Index 2026 is a structured, consumer-facing pricing and depreciation guide focused on the secondary luxury watch market.

It is designed for buyers who treat watches not only as luxury items, but as portable financial assets. We are offering one exclusive Insurance Category Founding Partner position ahead of launch.

This is not advertising.

This is strategic positioning inside a financial intelligence tool.

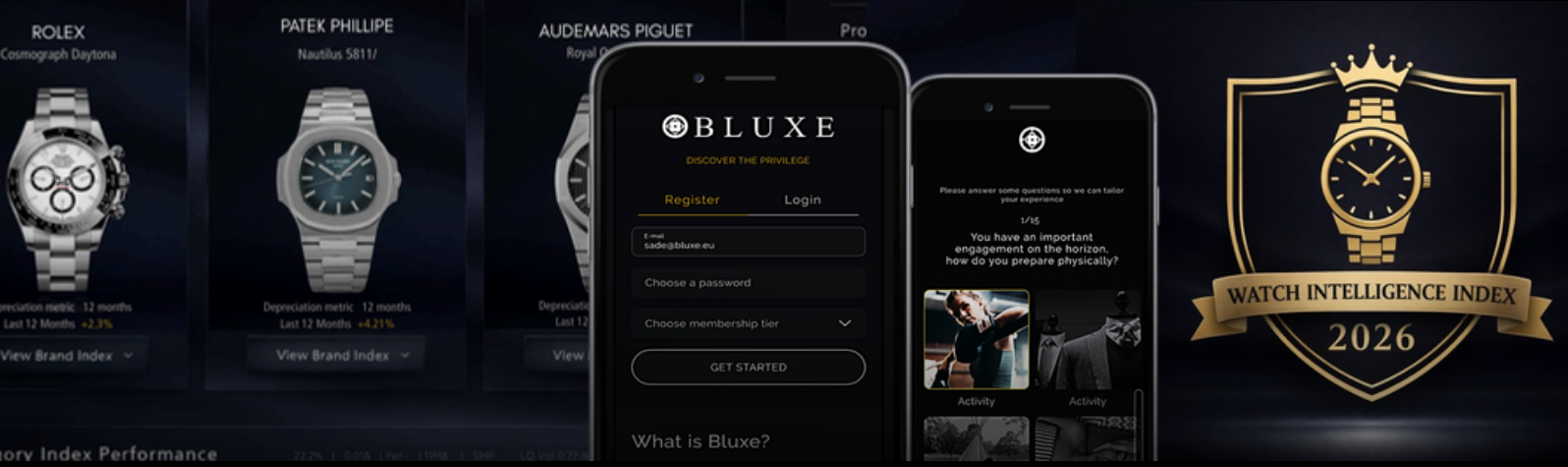
This opportunity places your firm at the intersection of:

- Asset valuation awareness
- Secondary market intelligence
- High-value consumer decision-making

## AUDIENCE SNAPSHOT SUMMARY

- Audience Summary
- High-net-worth
- Asset-conscious
- Internationally mobile
- Insurance-relevant
- Structured positioning.
- Not mass advertising.





## THE MARKET CONTEXT

Luxury watches are increasingly viewed as: As consumers become more aware of:

- Investment-grade assets
- Portable stores of value
- Tradeable secondary market commodities
- Depreciation spreads
- Liquidity indicators
- Market volatility

The importance of accurate insurance coverage rises.

The Watch Intelligence Index exists at the exact moment buyers ask:

- “What is this worth?”
- “How stable is the value?”
- “How do I protect this asset?”

This is where insurance alignment becomes commercially powerful.



## THE PLATFORM

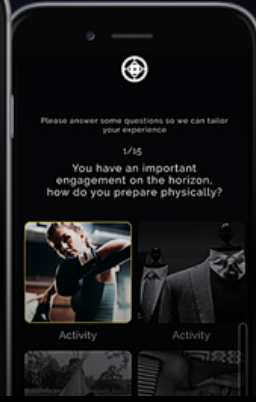
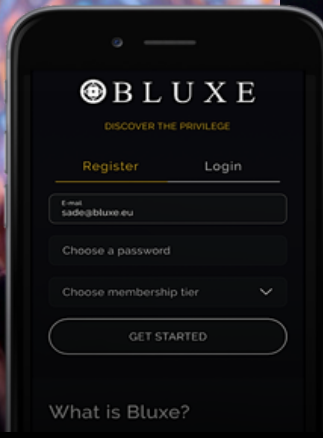
The Bluxe Watch Intelligence Index includes:

- Secondary pricing benchmarks
- Retail vs resale spread analysis
- Depreciation tracking
- Liquidity ratings
- Quarterly intelligence updates
- Integrated MagCast commentary

It is:

- Consumer-led
- Data-driven
- Independent
- Structured for long-term authority

The Index will sit within the Bluxe Century ecosystem, targeting affluent collectors and asset-conscious buyers.



## AUDIENCE PROFILE



Bluxe Century Network

19,000+ Curated Subscribers Across:

UK | UAE | Portugal | Switzerland | Saudi Arabia | South Africa | Nigeria | Canada

### Core Profile:

- 30-55 years old
- £150k+ income bracket
- Founders, executives, investors
- Family office exposure
- Globally mobile professionals

### Audience Behaviour:

- Tangible asset acquisition
- Secondary market participation
- Cross-border wealth structuring
- Luxury asset ownership mindset

Source: Bluxe Century Network Data



## FINANCIAL & ASSET INDICATORS

Luxury Asset Purchasing Bracket:

£5,000 – £1,000,000

Demonstrated Interests:

- Real estate acquisition
- Alternative asset positioning
- Wealth preservation strategy
- Cross-border residency & mobility

This audience directly overlaps with specialist watch insurance clients.

Watch Buyer Psychology:

Clients purchase watches from

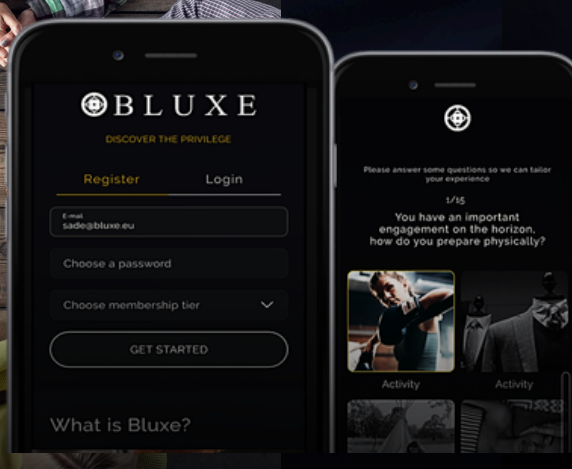
£5,000-£250,000

- Capital-aware
- Valuation conscious
- Resale & liquidity focused
- Protection-aware decision making

This audience treats watches as portable financial assets.

Source: Bluxe Century Magazine | Partnership Network Data | Bluxe Membership

## PARTNERSHIP STRUCTURE



### I FOUNDING INFRASTRUCTURE PARTNER (GLOBAL EXCLUSIVE)

£45,000 – £65,000 (12 months)

Designed for deeper brand integration and category authority.

Includes:

- Global insurance category exclusivity
- “Official Protection Infrastructure Partner”
- Embedded underwriting alignment module
- API integration positioning
- Co-branded valuation intelligence paper
- Quarterly data collaboration
- Dedicated launch feature
- Integrated coverage adequacy trigger
- Board-level positioning within Bluxe ecosystem

This tier provides maximum positioning authority within the Index.

TIER I

### II REGIONAL FOUNDING PARTNER (PER TERRITORY)

£18,000 – £25,000 per region (UK-UAE-Europe- US- Middle East- Africa)

Includes:

- Territorial exclusivity
- Index integration
- Quote trigger alignment
- Quarterly visibility
- MagCast underwriting feature

This is the primary launch positioning tier.

TIER II

### II STRATEGIC EXPOSURE PARTNER (NON-EXCLUSIVE)

£7,500 – £12,000

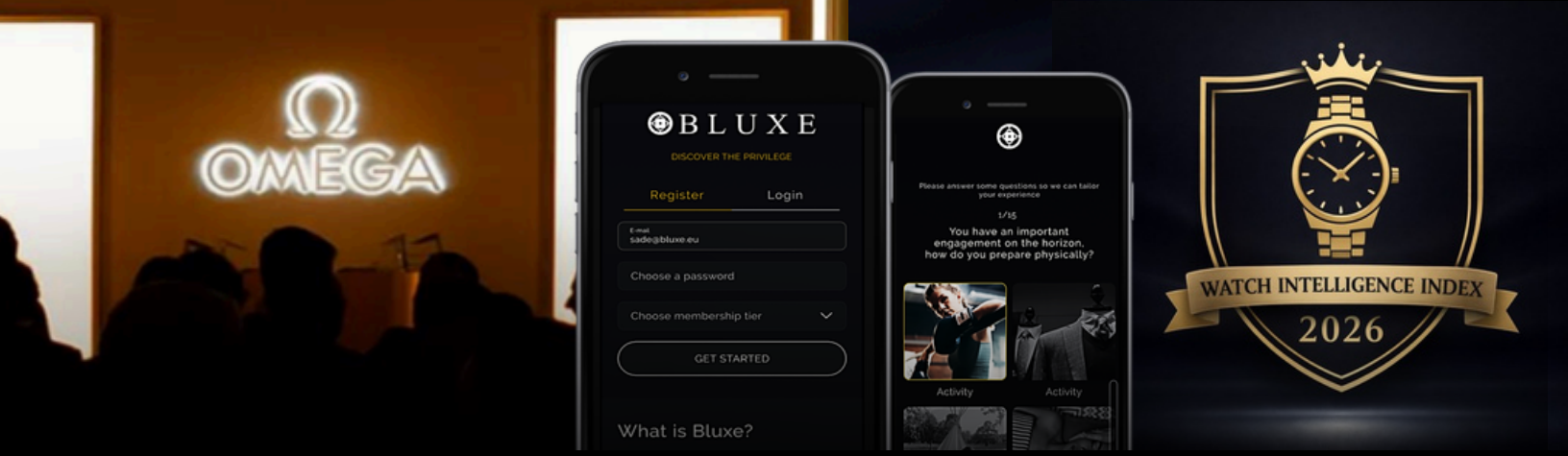
Designed for firms seeking initial exposure within the Index.

Includes:

- Logo only.
- No exclusivity.
- No underwriting integration.

Does not include category exclusivity.

TIER III



## INSTITUTIONAL NETWORK VALIDATION

Bluxe Century collaborates with globally recognised partners including:

CBRE | Henley & Partners | Fraser Yachts | David Brown Automotive

This positions the Watch Intelligence Index within a verified, capital-oriented ecosystem.

The audience is aligned with:

- Structured wealth
- High-value tangible assets
- International advisory environments

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Insurance Relevance

Luxury watches represent:

- High-value portable assets
- Theft-exposed luxury goods
- Cross-border risk items
- Frequently undervalued policies

The Watch Intelligence Index captures buyers at the precise moment of:

Asset valuation →  
Purchase decision →  
Protection consideration

For insurers, this creates:

- Qualified alignment
- Timing precision
- High-value exposure
- Commercially logical positioning

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Featured in Bluxe Century Magazine

