

FOR IMMEDIATE RELEASE

DreamChrono Unveils New Section of Website Dedicated to Noble Art of Watchspotting

NASSAU, Dec. 16, 2014 – "Is watchspotting the new trainspotting?" asks Romain Brabant, Founder and CEO of DreamChrono (<http://blog.dreamchrono.com/>). Answering that question in the affirmative, Brabant and his team have added a new section to DreamChrono as a hub for those interested in watchspotting – whether as active participants or mere observers.

"We are entering a golden age of watchspotting, and it's important that DreamChrono support and even participate in this phenomenon," explained Brabant. "Our watchspotting sections on both the website and forum will largely be driven by community curation and participation. DreamChrono believes in the collective intelligence of the crowd to solve problems and make discoveries, and the pastime of watchspotting is no exception."

According to Brabant, luxury mechanical timepieces are in the middle of a renaissance following several lean years; respected, world-famous brands have doubled down on innovation and creativity, resulting in a tremendous selection of desirable timepieces. And more fine watches means more opportunity for enterprising watch spotters.

Meanwhile, celebrity culture has reached a fever pitch. The paparazzi desperately jockey for that perfect image of a movie star or model, which a star-struck public greedily consumes. Watchspotting represents a more refined aspect of celebrity culture, one where collectors of fine watches attempt to "spot" and precisely identify the timepieces worn by not only Hollywood celebrities, but also sports icons, political leaders and titans of the business world.

The obvious challenge of watchspotting is that watches are typically small, and photographers focus on faces rather than hands and wrists. Nevertheless, many celebrities are collectors themselves and do like to show off their finest timepieces. Brad Pitt, David Beckham, Eric Clapton and Matthew McConaughey are just a few stars who have a reputation for sporting quality designer wristwatches.

The watchspotting section on DreamChrono will be home to in-depth profiles of well-known personalities with an affinity for luxury mechanical timepieces. Visitors can compare watches worn by celebrities with the full specifications available in the watches database. Brabant expects the section to steadily pick up steam as the community adds more "spots" to the growing list of profiles.

Watchspotting need not be a solitary pursuit. Indeed, Brabant and his team have created a new area of the watch forum

to cater specifically to the watchspotting community. Here, spotters can share their latest discoveries or ask questions about a particular watch. Enhancing the sense of engagement is the ability of registered users to create virtual collections and wishlists.

DreamChrono is also home to the go-to resource for data on watches from all the finest manufacturers. At last count, the watches database contained information on over 75 brands and 6,500 individual watch models. That number grows daily, ensuring that private collectors and industry professionals can stay current on the brands and collections that interest them. As the "fount of all watch knowledge," entries in the watches database include specifications, reference numbers and pictures.

Since launching more than a year ago, the DreamChrono watch blog has quickly become a trusted resource for the watch collecting community. Brabant and his team have made an effort to listen to users and respond to their feedback; the addition of a watchspotting section is only the latest example of DreamChrono's mission to build a strong community around what might otherwise be a lonely endeavor.

In addition to giving an online home to the thriving watch collecting community, the development team at DreamChrono continues to embrace growth and change. A watches marketplace section, where collectors can find out where a favorite watch is for sale, is now being finalized. The marketplace will be searchable by brand, collection, watch or location.

ABOUT DREAMCHRONO

DreamChrono is a blog about all aspects of fine watches, with a focus on the needs and interests of collectors. Anyone interested in learning more about the art and craft behind the world's greatest watches is encouraged to visit the blog or connect via Facebook or Twitter.

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