

About Time

Function and Fashion for the Wrist

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BOCCIA TITANIUM

“MOP” It Up
The Mother Of All Dials

Only At Oakley
Gearbox Is Engaged

**Brand New:
Szanto**
Vintage Inspired

Color Key
Orange

Designing Time
BOCCIA TITANIUM WANTS
YOU TO HAVE IT YOUR WAY



BUYING TIME



talking with
Marc Frankel
from

AboutTime
Marc Frankel

ISLAND Watch

Affordable Quality Timepieces Online

AT: Give us the quick version of how Long Island Watch first came into being:

MF: My background is in Mechanical Engineering, where I worked in Aerospace for 13 years. A few years into my engineering job, I decided to sell watches online. I've always been a fan of watches. My father had a few nice pieces I always admired. I felt that good values were completely under represented, and there was a viable business in bringing affordable, quality timepieces to potential customers. I started out very small in 2003, and the business has grown over the years into a fun and exciting business. I left engineering a few years back to run Island Watch full-time.

AT: How do you decide which watches to offer for sale?

MF: I scour the globe looking for brands that offer unconventional and unique designs. The watches in my store are not watches you will generally find in a jewelry store or mall. Our core products are priced under \$500, with many in the \$100 to \$200 range. We're not talking "fashion quartz", we're talking nice 200 meter water resistant dive watches with automatic (self-winding) movements; solid stainless steel link bracelets, etc. In a way, my store and *AboutTime* are quite similar. You do not have to spend a fortune to have a great watch on your wrist. In fact, many of my customers already own Rolex, Patek, Breitling, etc, and they want a lower cost watch, that looks great, that they can go around with and not be worried about getting robbed, or bumping their watch into a wall.

AT: With so many on-line shops out there, why should I buy from LIW?



MF: When the business started in 2003 I knew from the beginning that customer service would be key to having a successful business. In the e-commerce marketplace, buyers have their choice of where to shop. Price is very important, but service before, during and after the sale is just as important. After the sale, you are still our customer and we take excellent care. Our reputation is constantly reinforced online through various watch forums. Of course we advertise in publications, but a good deal of business is through word of mouth on these various forums.

We know about each and every watch we sell, and since we



A Graf Zeppelin Chronograph with date



Rougois Hand Wind Decorated Skeleton

stock everything in New York, we can make measurements on a piece that perhaps isn't listed in the specifications, like 'lug tip' to 'lug tip'. We often get calls from customers asking about certain aspects of a watch, and we are able to pull one from stock and talk about it over the phone. It is a joy to talk to customers on a daily basis, as many of them just like to talk about watches!

AT: Where do you go from here?

Island Watch is now in its 10th year of business. When I started the business, e-commerce was in its infancy, and I did it to keep myself busy as I do not like sitting still. As the years progressed, the business grew larger and larger and it became evident that it would take over my career. I made that switch in 2011, and it was a very difficult choice but one that has rewarded me mentally as I truly enjoy what I do, and I get to spend more time with my family.

As I look out into the next 10 years, I'd like to keep doing more of the same that made my business what it is today. Constantly seeking out unpolished gems in the watch world and bringing them to my customers, and backing every purchase with superb customer service.