



watch locator

The Only Pre-Owned Luxury Watches

Exhibition in the Middle East

*“Partner with the region’s
premier luxury event”*

Overview

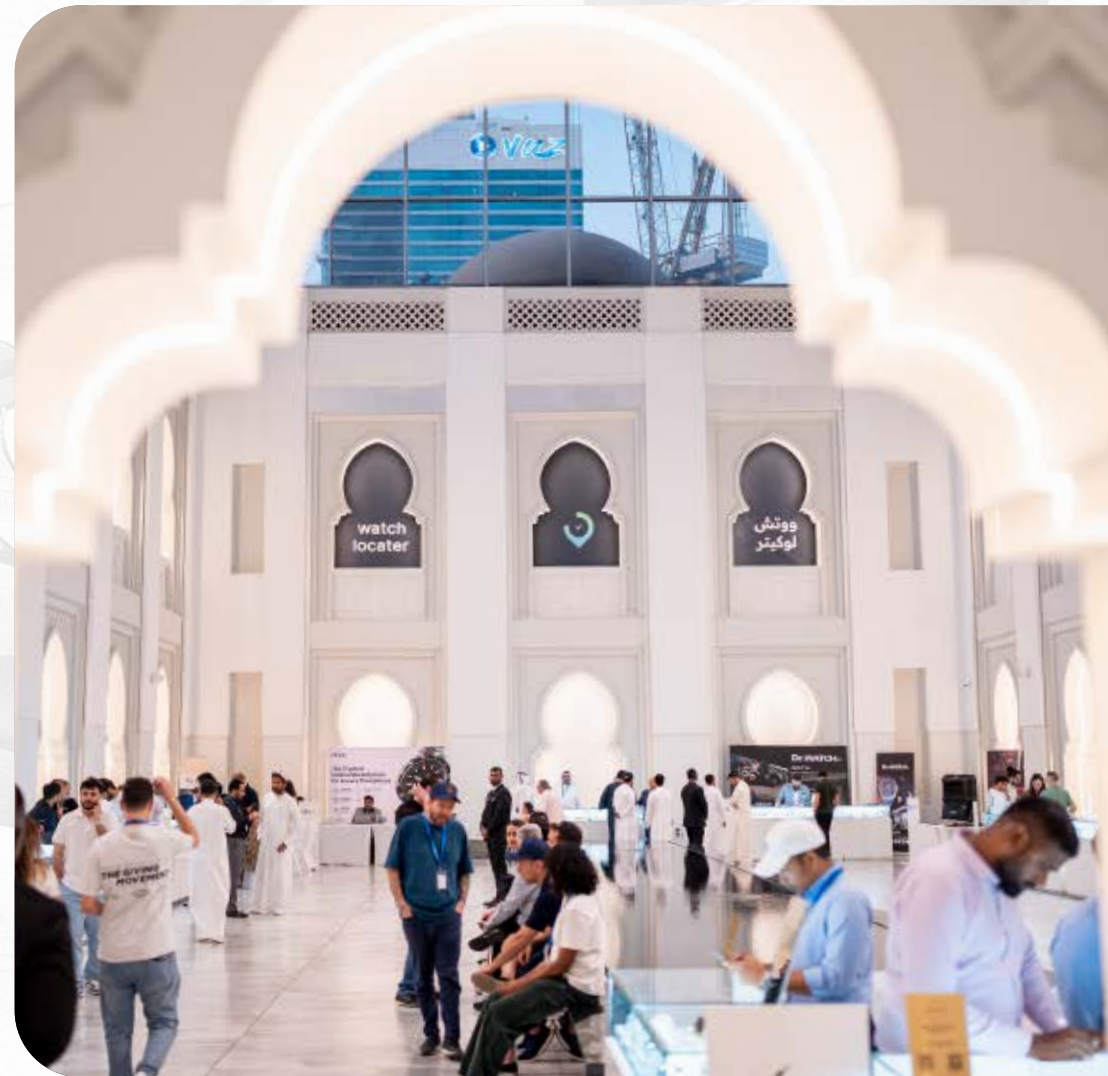


Overview

Watch Locater, the first and only exhibition in the Middle East specialized in luxury pre-owned watches, has successfully concluded its second edition.

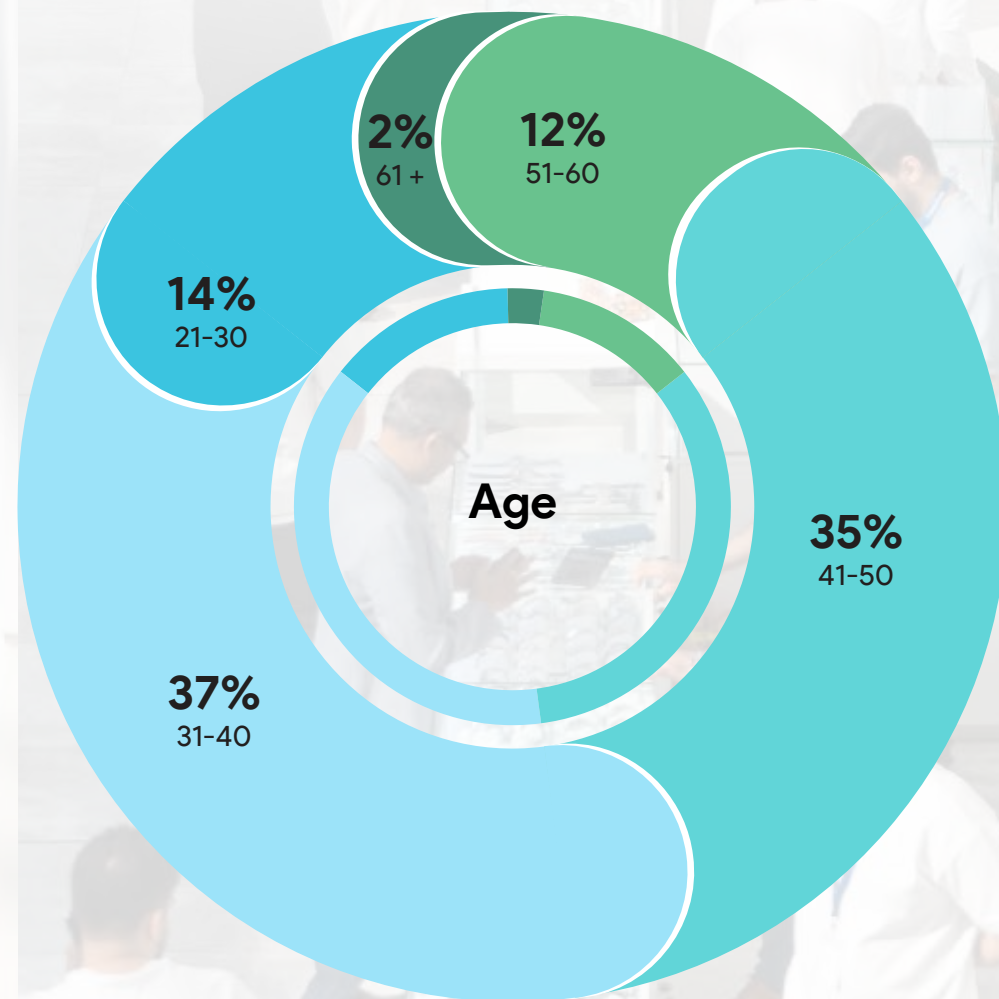
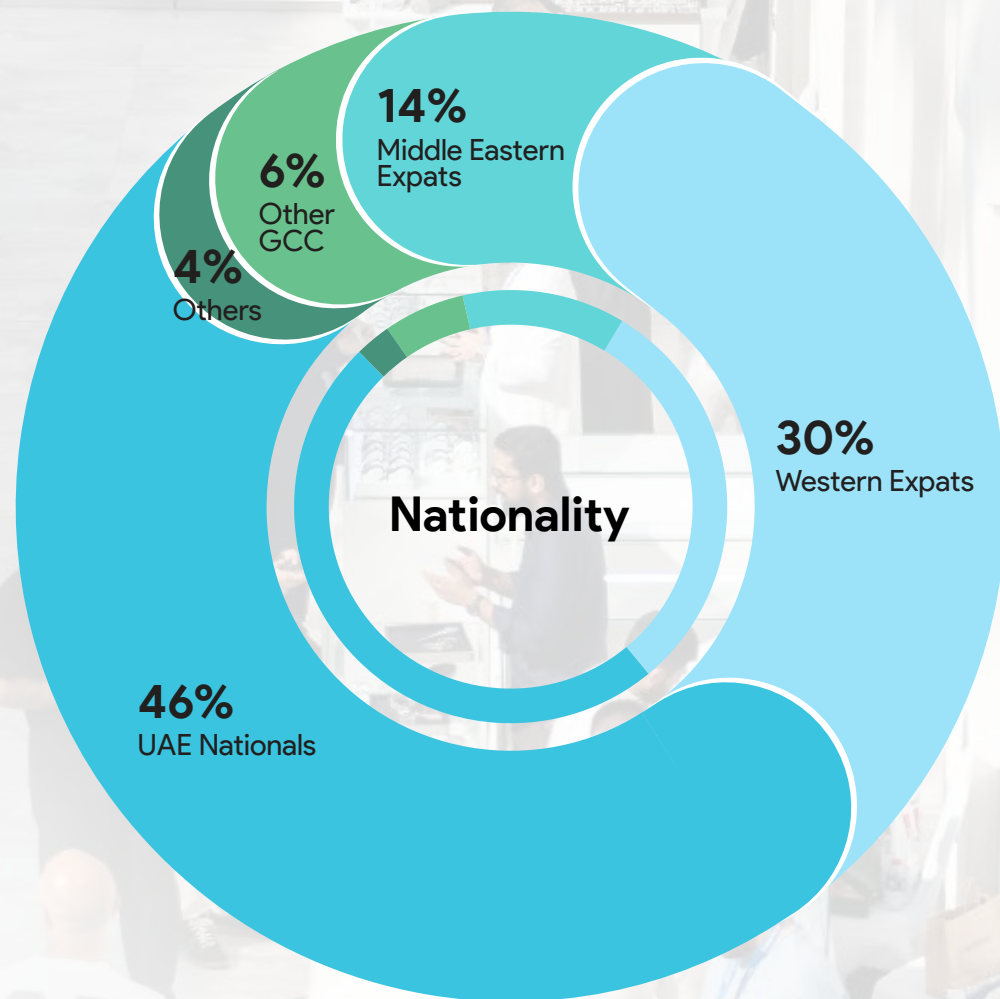


Watch Locater, **First Edition**
The Royal Ballroom, One&Only Royal Mirage
November 1-3, 2024



Watch Locater, **Second Edition**
Skylight Hall, Arjaan by Rotana Dubai
May 30 - June 1, 2025

Audience Analysis



Over 1,800 visitors combined

Media Coverage

HOME / BUSINESS

Rare timepieces from trusted exhibitors go on sale at three-day event in November

First of its kind event in the region will focus on Dubai's reputation as a watch capital of the world

Published: Wed 22 Oct 2024, 10:06 PM

By: A Staff Reporter



Camille Sofia

This November, Dubai will cement its position as one of the world's key horology hotspots by hosting Watch Locator, a ground-breaking sales event for rare and exceptional watches.

Dozens of stunning timepieces will be available to buy in Dubai at the first ever pre-owned luxury watch exhibition in the Middle East. Some of the beautiful pieces include the iconic Daytona and GMT Master from Rolex, the Speedmaster, the motorsport legend that is the TAG Heuer Monaco, the legendary Aquarail from Patek Philippe as well as watches by the renowned designer.

KT
Khaleej Times

WATCHES & JEWELLERY

Looking For A Chic Pre-Owned Watch? Visit Dubai's First Ever Vintage Luxury Watch Fair

by Clarissa Boyd

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ARABIA BAZAAR



October 31, 2024

Watch Locator: The Middle East's First Pre-Owned Luxury Watch Sale

Bilal Muhammad

ZENITH

دبي تستضيف أول معرض لبيع الساعات الفاخرة المستعملة بأسعار مخفضة

2 Days Ago | by: Nawa3em



نوا 3م
NAWA3EM.COM

Timeless timepieces: The allure of pre-owned luxury watches in UAE

UAE's thriving pre-owned watch market offers excellent opportunities for buyers, sellers

Last updated: November 10, 2024 | 2:14 PM

By: Camille Sofia and Mohamed Alkhatib

Time 30:01



GULF NEWS REPORTS

Camille Sofia
General Manager, Watch Trade

Timeless timepieces: The allure of pre-owned luxury watches in UAE

Gulf News 48K subscribers

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Five years after he moved to Dubai, "I was always fascinated with luxury watches, ever since my childhood. I was introduced to the idea of a friend when we were studying in Europe in 2015. Over the years, on the lookout for more," he added.

GULF NEWS

Nov 2, 2024

This Weekend // Middle East's First Pre-Owned Luxury Watch Event



This November, Dubai will cement its position as one of the world's key horology hotspots by hosting Watch Locator, a ground-breaking sales event for rare and exceptional watches.

RAEMONA



Ali Mohammed @alia.m7mad

 197k  800k



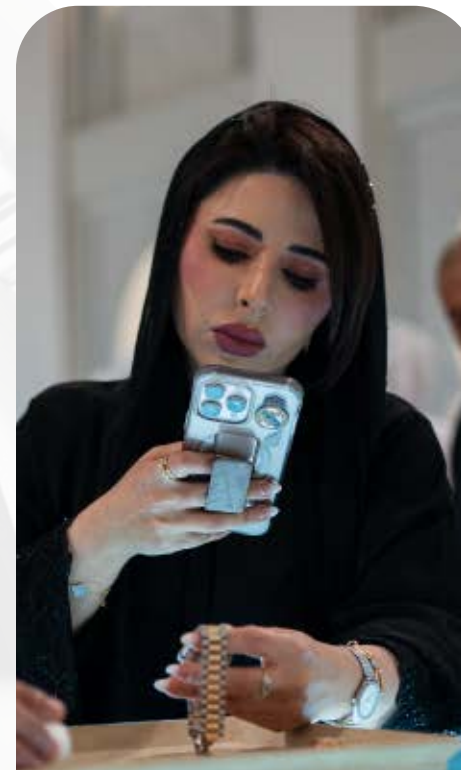
Aziz Almarzouqi @fex

 1.3m  1.7m



Sultan @3freetoo

 1.4m  521.8k



Mahra Vlogs @mahra_mohamed1

 109.6k  79k

معرض وتش لوكيتر

المعرض الأول المتخصص بالساعات
المستعمله في الشرق الأوسط

المعرض في فندق أرجان روتانا
دبي ميديا سيتي من تاريخ 30 لين 1/6
يوم الجمعة والسبت والاحد

 **الهديه**

ساعه قيمتها 22000 الف درهم



Al Mahra @al.666x

 79k



Mayed Al Ali @mmydd

 238k 

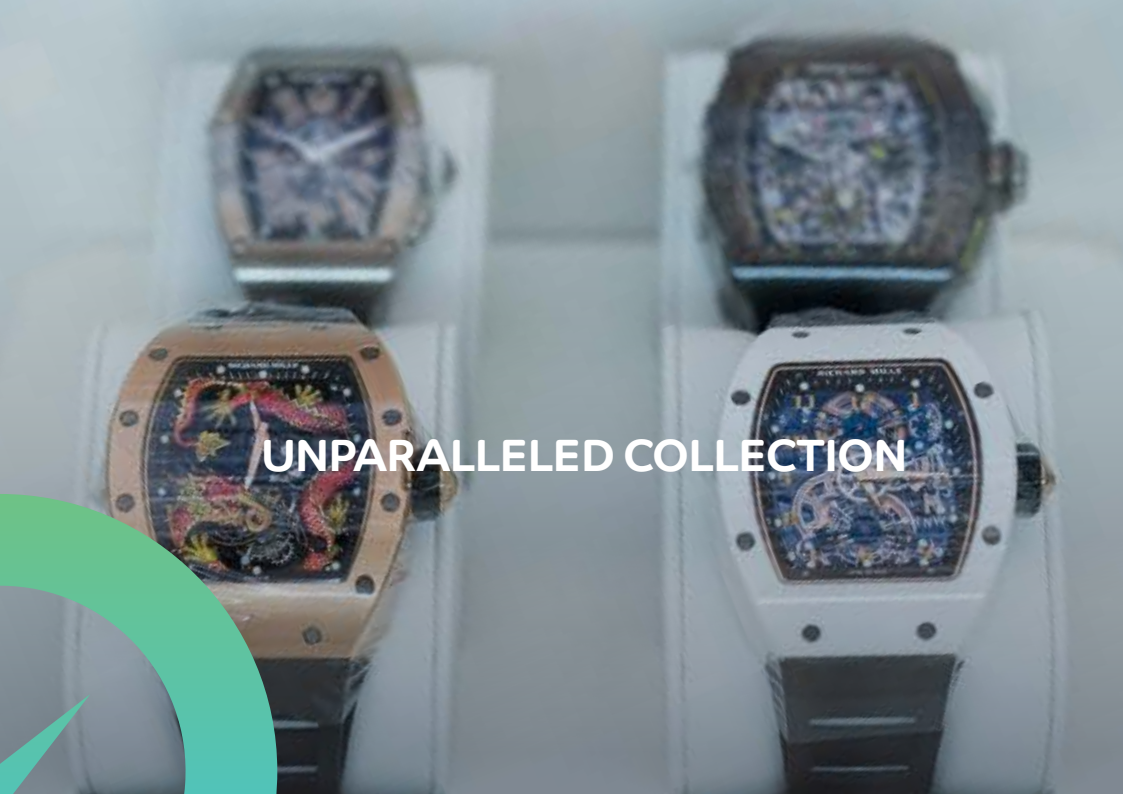


Mansoor @mansour.1i





CURATED EXHIBITORS



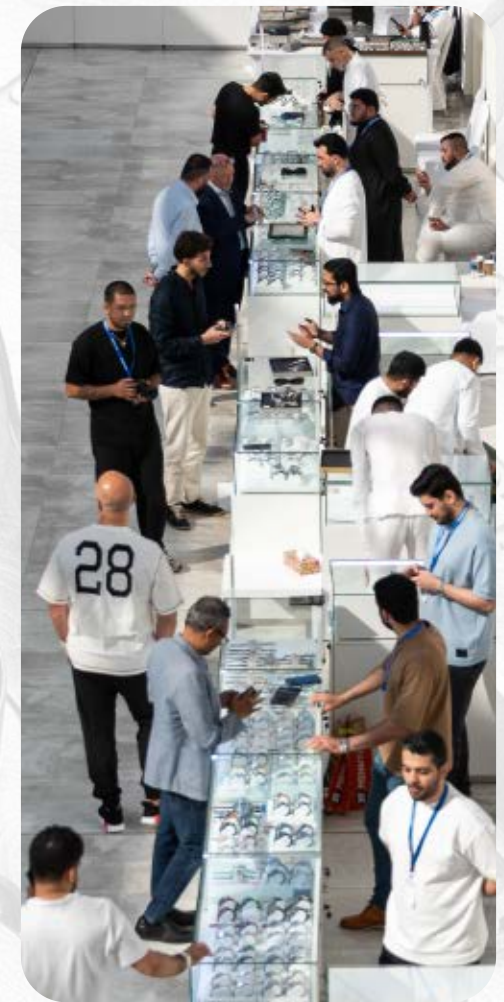
UNPARALLELED COLLECTION

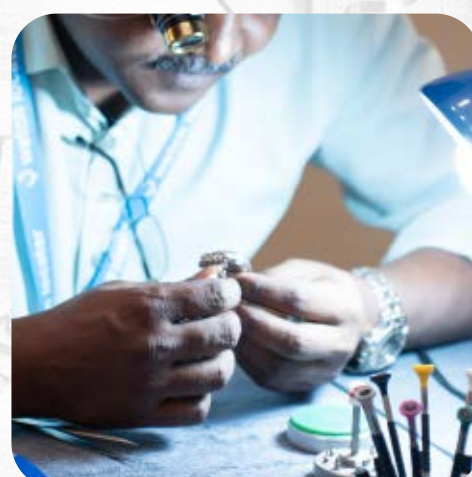


RIGHT PROFILE ATTENDEES



GREAT VENUE





Target Audience

Targeting 1,000+ visitors over the exhibition weekend

1. Emirati and GCC Luxury Enthusiasts

- Cultural affinity for luxury
- Strong purchasing power
- Loyal engagement



2. High-Income Western Expatriates in the UAE

- Sophisticated buyers
- Lifestyle-driven
- Active in digital spaces

3. Tourists Visiting Dubai During Peak Season

- High discretionary spending
- Global interest in watches
- Drawn by targeted outreach



Marketing & Promotion

Influencer Activations

- Engagement of luxury and watch-focused influencers
- Multilingual influencer selection
- Pre-event and live coverage

Targeted Digital and Social Media Ads

- Geotargeted campaigns
- Audience segmentation
- Multilingual creatives



Marketing & Promotion

Platinumlist
tickets

Collaboration with PLATINUMLIST (UAE's Leading Event Platform)

- Featured listing
- Ticketing and RSVP management
- Audience retargeting

Pre-Event PR Through Press Release (Arabic, English, Russian)

- Distribution to top-tier publications
- Tailored messaging
- Features and interviews

Dedicated Event Website and LinkedIn Page

- Comprehensive event website
- LinkedIn page
- Ongoing content updates



Exhibitor Benefits

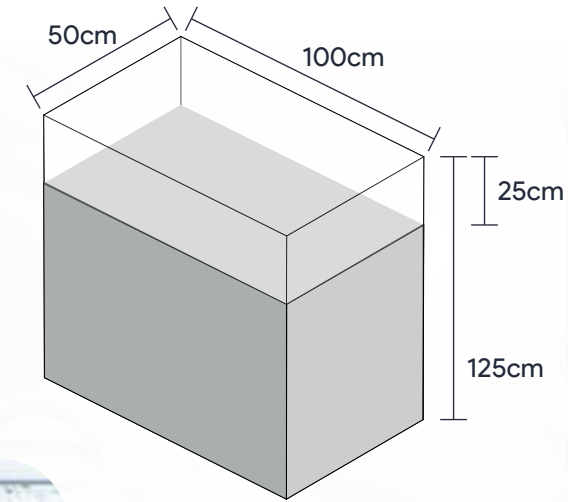
Price includes:

- 4 counters equipped with light, storage, and display materials
- Signage
- Chairs and small table
- Electric extension

*additional counters can be added



Counter Dimension



 Next stop

DIFC
Jan 2026



Meet the Team



At Interlinx DMCC, we are driven by a passion for watches and jewelry and a commitment to delivering high-quality products and services. As a family-owned and operated business, we prioritize integrity, excellence, and dedication in every aspect of our work, with a strong focus on customer and partner satisfaction. Our team, bringing together decades of diverse experience from various industries and backgrounds, is dedicated to providing personalized service and fostering lasting relationships within our watch lovers' community.

For two generations, we have been committed to curating exceptional timepieces for our valued clients, treating each transaction with the utmost care. Whether it's your first purchase or an addition to a growing collection, we ensure a smooth, stress-free experience from start to finish.

As passionate watch enthusiasts, we understand the deep connection these intricate creations inspire. It brings us immense joy to see a watch find a new home and to witness the excitement of our clients with each new acquisition. Our service is delivered with care, integrity, and genuine pleasure, reflecting our dedication to the art of horology.



watch locator

The Only Pre-Owned Luxury Watches Exhibition in the Middle East

For bookings and further information contact:

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