

Elderly couple steal Rolex

Monday, September 8,

NEW YORK CITY -- An elderly couple in New York City is speaking out after they fought back when they were targeted by con artists for their Rolex watch.

Robb Report

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STYLE / WATCH COLLECTOR

AUGUST 11, 2025

Luxury Watch Thefts Are on the Rise in Europe

From London to Barcelona, street-level thefts targeting high-end timepieces like Rolex and Cartier are surging.

By VICTORIA GOMELSKY

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Loïc De Boisvilliers

Publié: 20.07.2024, 10h06

Un chef étoilé agressé, sa montre estimée à 150.000 euros volée

FORMULA 1

F1 championship leader Leclerc robbed of \$320,000 watch

Ferrari Formula 1 driver Charles Leclerc has escaped unharmed after being robbed of a \$320,000 Richard Mille watch in Italy on Monday night.

Jonathan Noble

Roberto Chinchero

Edited: Apr 20, 2022, 3:46 AM

Cannes radio

CANNES #15

La radio Côte d'Azur

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FLÉAUX DE L'ÉTÉ : LES VOLS À DE MONTRES DE LUXE

Publié : 21 juillet 2025 à 11h38 par Caroline Delattre

C'est l'un des fléaux de l'été : les vols à l'arrachée de montres de luxe avec 3 nouvelles victimes ce week-end à Saint-Tropez. Deux "Batek Bhillings" d'une valeur de 100.000€ chacune mais aussi une copie estimée à 3.000 € ont été dérobées aux poignets de leurs

*Who has felt unsafe wearing their finest
luxury pieces?*

A black and white close-up portrait of a man's face and neck. He has a nose ring and is wearing a thick, heavy chain necklace. The background is blurred.

When Fear Overrides Desire

THE HIDDEN IMPACT OF INSECURITY ON THE LUXURY JOURNEY

Today On Stage.



Aurélie Darmon

Chief Marketing Officer
Messika



Lou Dana

Co-founder
Grace



Anna Larvor

Account Director Luxury
Merkle

Insecurity Is No Longer Anecdotal.
It's Structural.

Watches stolen between 2018 and 2023 ~ +£1.5 billion in losses.

44%*

Rolex accounts for 44%
of all thefts, making
luxury's most coveted
brand its most
vulnerable.

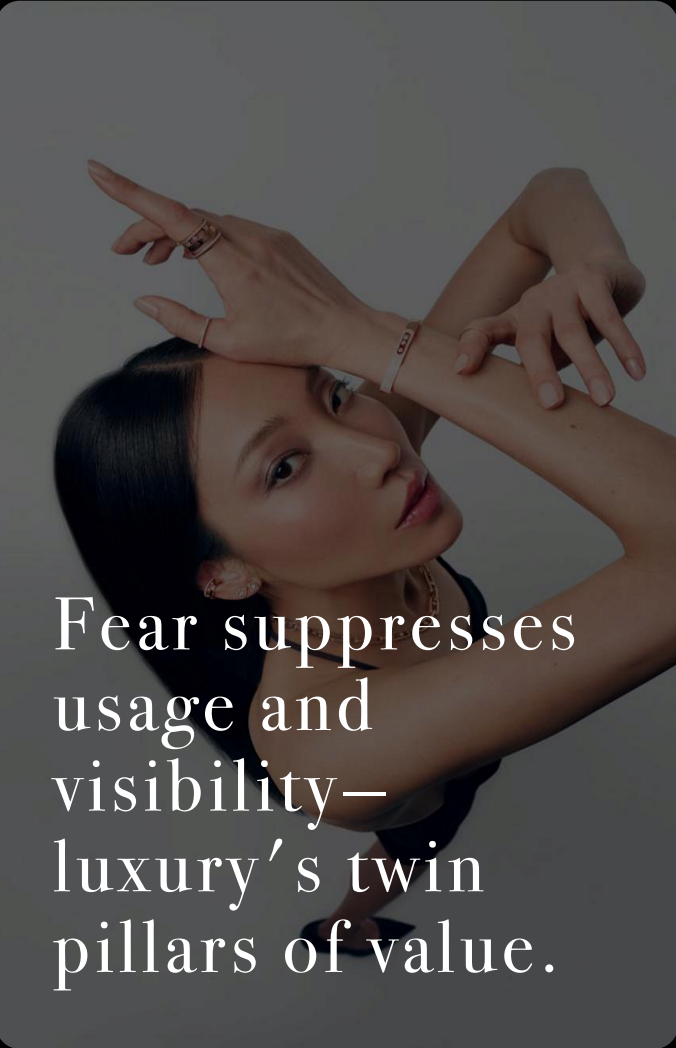
* Source:
<https://www.watchpro.com/cloud/2024/03/14/The-Watch-Register-10-year-report.pdf>

How This Fear Reshapes Customer's Behaviour?

Abstain Wearing

Acquire Replicas

Avoid Buying



Fear suppresses
usage and
visibility—
luxury's twin
pillars of value.

A close-up, symmetrical view of a luxury watch. The watch features a gold-toned case and a matching bracelet. The bracelet is densely encrusted with small, round-cut diamonds. The watch is positioned centrally, with its reflection visible below it, creating a symmetrical effect. The background is a solid, dark grey color. Overlaid on the center of the watch is the text "Protection as a growth engine." in a white, serif font.

Protection as
a growth engine.

Protection Evolves.

From cost center to competitive advantage.

1

Strategic Priority

50% of luxury Maisons identify protection as a 12-month strategic imperative.

2

Conversion Impact

70% report strong correlation between protection services and purchase conversion.

3

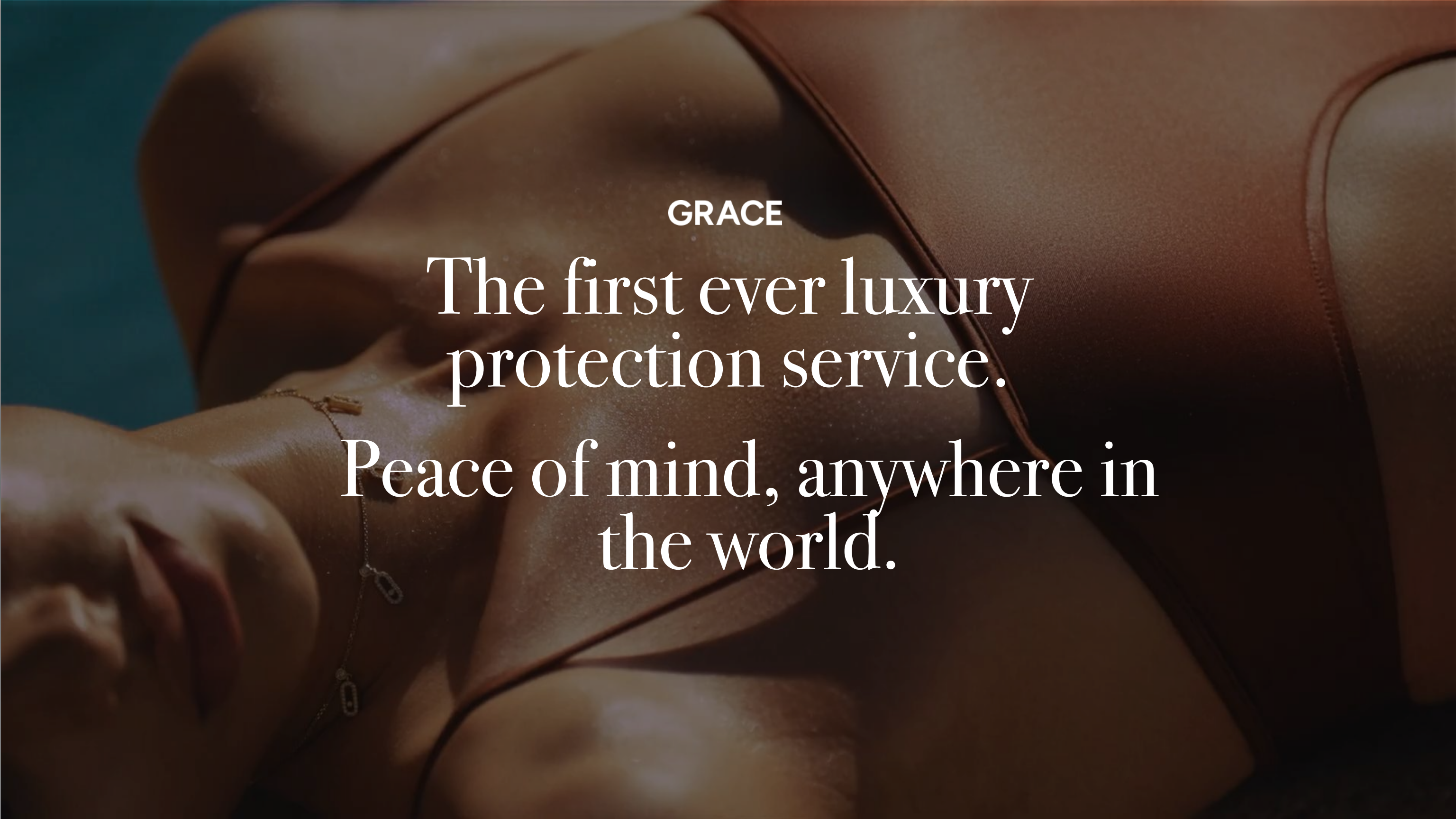
Loyalty Driver

54% report would feel very or extremely more loyal to a brand that offers protection services.

4

Up/Cross-sell Accelerator

82% would be willing to pay more if offered a full-value voucher in case of theft or loss.

A close-up, artistic photograph of a woman lying down, her head resting on a large, dark brown leather bag. The lighting is soft and warm, highlighting the contours of her face and the texture of the leather. She is wearing a thin gold chain necklace with small charms. The background is a solid teal color.

GRACE

The first ever luxury
protection service.

Peace of mind, anywhere in
the world.

Make serenity the new necessity.

1

Drive revenue growth

Eliminate purchase hesitation by removing ownership anxiety.

2

Loyalty Enhancement

Secure usage drives deeper brand connection and repeat engagement.

3

Capture valuable data

Transform CRM with rich post-purchase behaviour insights (e.g., gifting, resale or wholesale distribution).



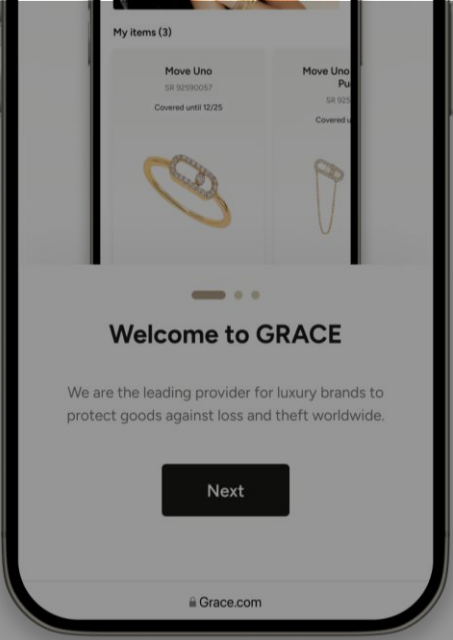
MESSIKA
PARIS

World-first jewelry maison
to offer the protection
service to their customers.

Introducing New Standards.

Messika's Customer journey toward Serenity.

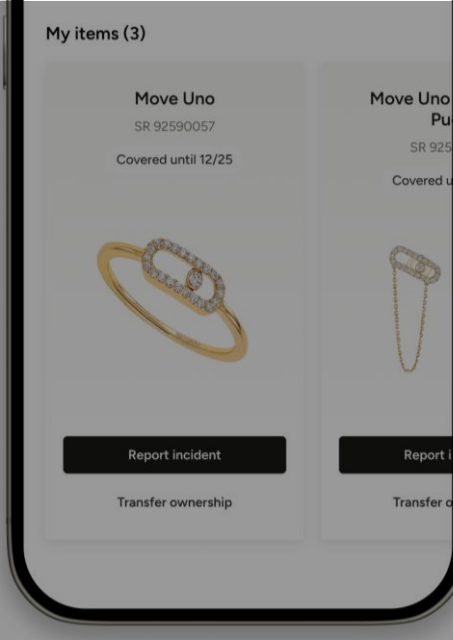
1



Purchase & Protection

The client purchases an item from Messika including free automatic protection.

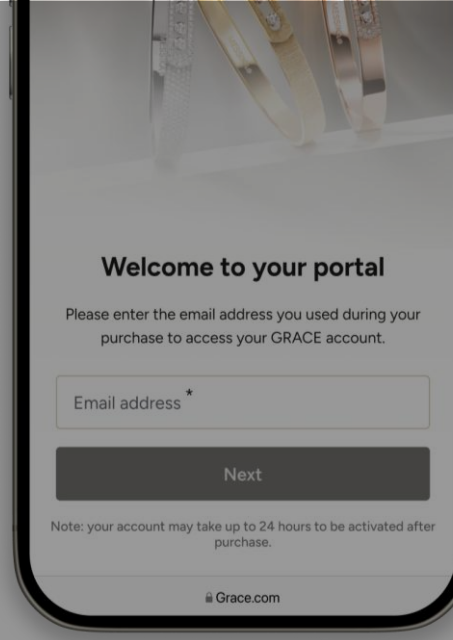
2



Incident Report

If the item is stolen, the client can quickly report the incident on Messika's Serenity platform.

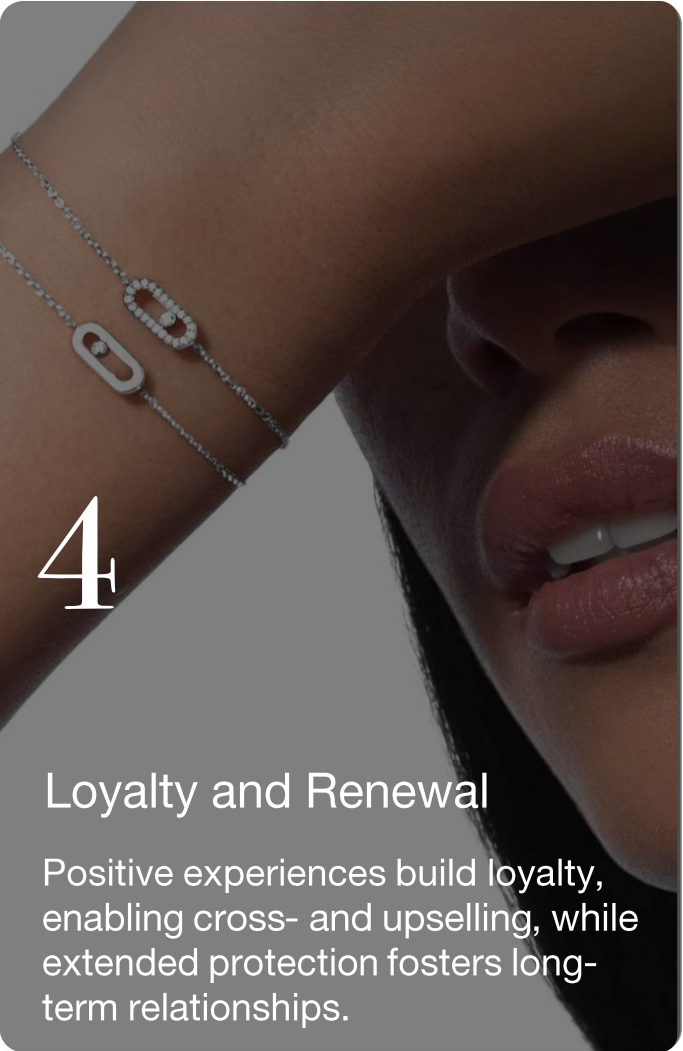
3



Processing & Reimbursement

The client receives a voucher and GRACE reimburses the covered amount directly to Messika.

4



Loyalty and Renewal

Positive experiences build loyalty, enabling cross- and upselling, while extended protection fosters long-term relationships.

Messika's Promise.

We want our clients to wear their jewelry with complete peace of mind.

1

Client Reassurance

Client purchase with confidence, knowing their investment is protected.

2

Staff Confidence

Sales teams equipped with compelling peace-of-mind proposition.

3

Increased Visibility

Clients wear their Messika pieces more frequently, enhancing brand exposure.

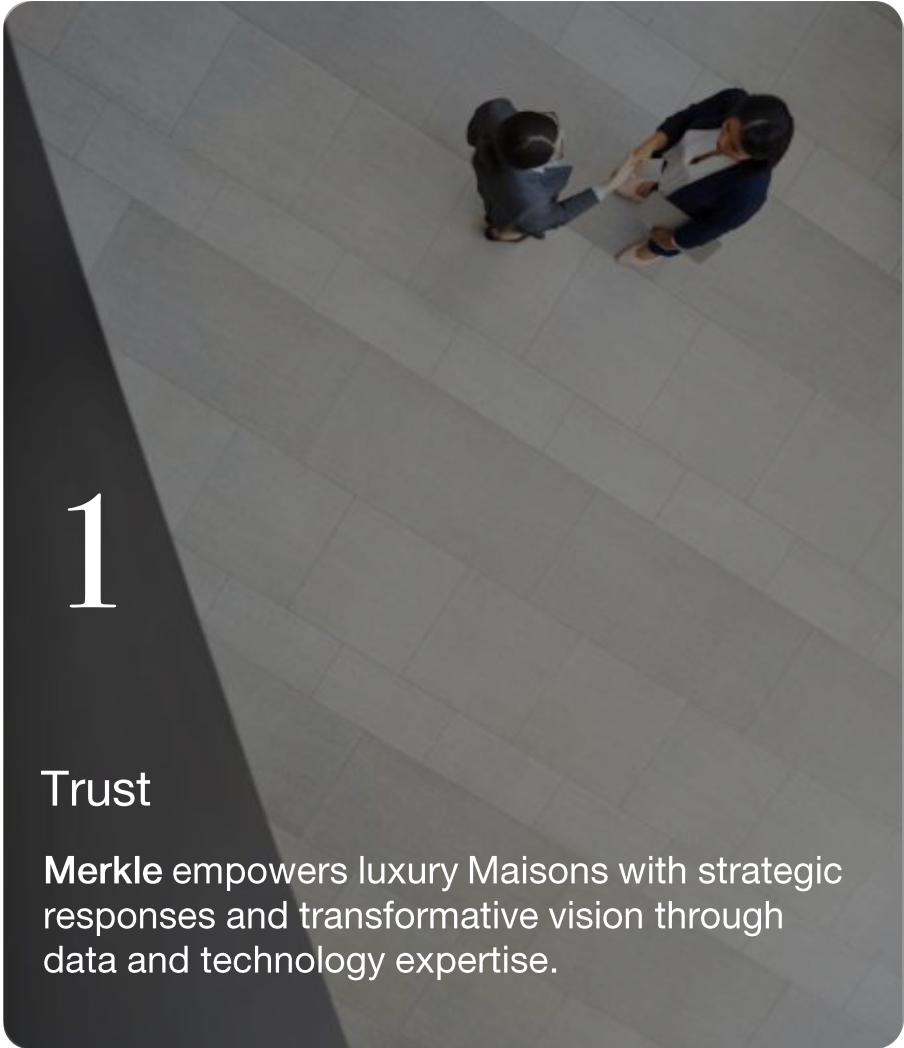
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CRM Enhancement

Rich post-purchase data transforms customer lifecycle understanding.

When Fear Overrides Desire.

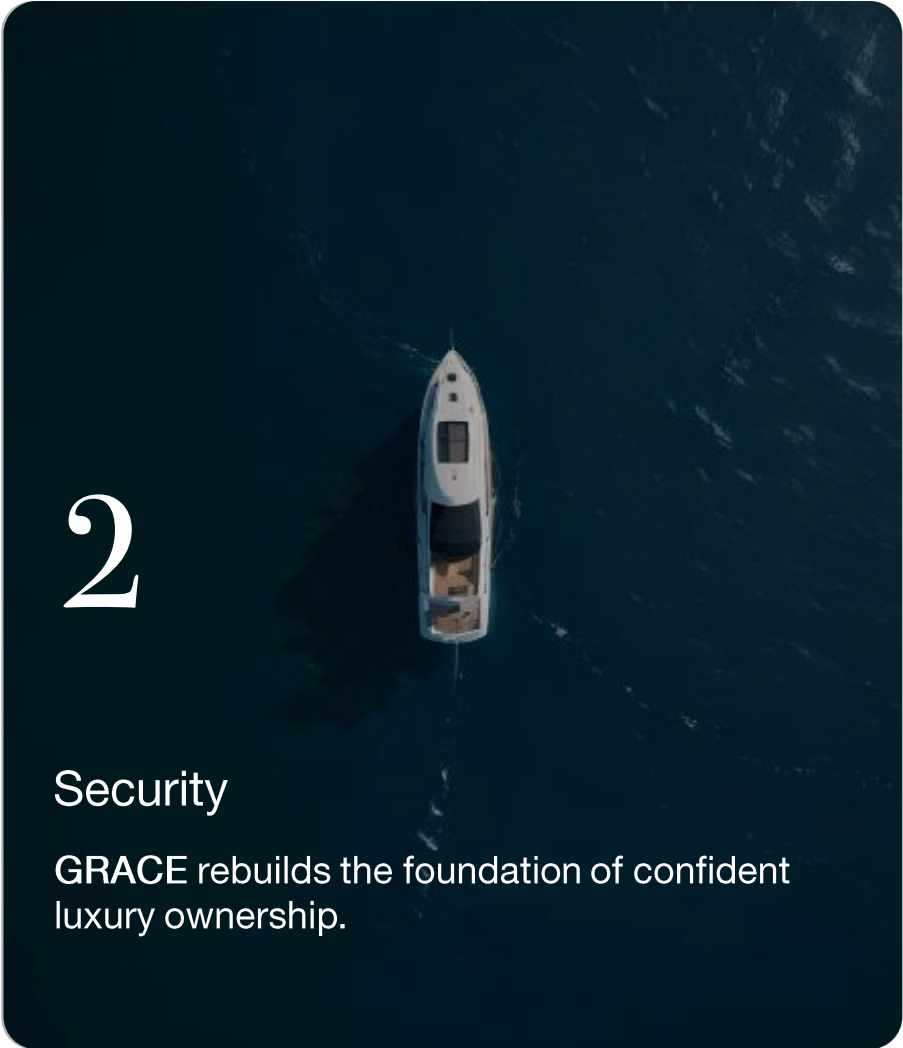
Three perspectives, one truth.



1

Trust

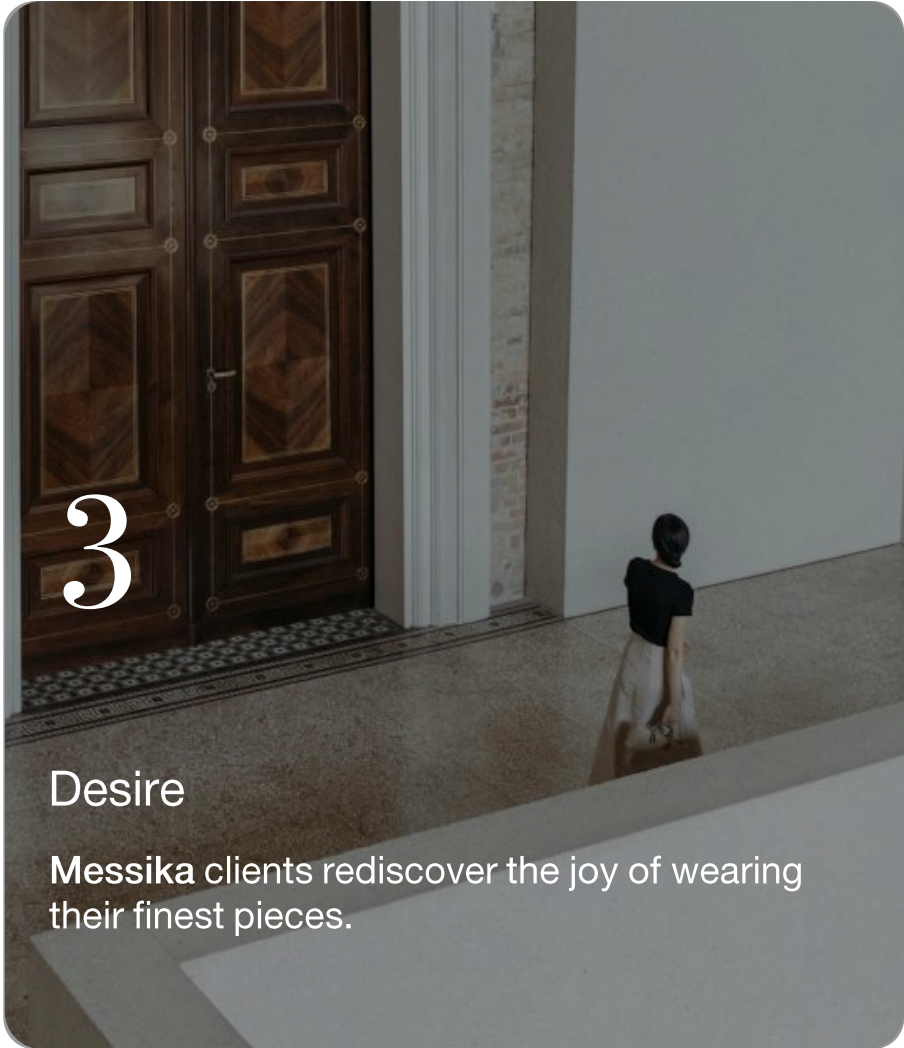
Merkle empowers luxury Maisons with strategic responses and transformative vision through data and technology expertise.



2

Security

GRACE rebuilds the foundation of confident luxury ownership.



3

Desire

Messika clients rediscover the joy of wearing their finest pieces.

A close-up photograph of a woman's arm and hand. She is wearing a wide, multi-strand diamond bracelet and several rings on her fingers. Her arm is resting on a stack of old, leather-bound books. The background is softly blurred, showing more of the books and a hint of a lamp. The overall tone is elegant and sophisticated.

Bring peace of mind to
luxury customers and transform
their customer journey.

WITH THE RIGHT PARTNERS, THIS FUTURE IS IN REACH.

 **MERKLE**
a dentsu company

x

GRACE

x

MESSIKA
PARIS

Please, register here to receive the full Study



SCAN ME

Thank you!