



# À Saint-Tropez, les riches touristes inquiets après une vague de vols

Les vols à l'arraché sont en augmentation cet été à Saint-Tropez. Certains touristes fortunés craignent de se faire arracher leur montre. Des CRS ont été dépêchés sur

les commerçants. Explications.

Rolex en

un inconnu et victime

d'un vol à l'arraché. Comment s'est-il fait avoir par une ruse habile?

Robb Report

CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL VIDEOS THE VAULT

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STYLE / WATCH COLLECTOR

AUGUST 11, 2025

Loïc De Boisvilliers  
Publié: 20.07.2024, 10h06

150 | ⌂ | ⌂

## 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

f X in d +

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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

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Elderly couple steal Rolex

Monday, September 8,



Josh Einiger reports from Gramercy Park.

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.

## FLÉAUX DE L'ÉTÉ : LES VOLS À L'ARRACHÉ 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'arraché de montres de luxe avec 3 nouvelles victimes ce week-end à Saint-Tropez. Deux "Patek Philippe" d'une valeur de 100 000€ chacune mais aussi une copie estimée à 2 000€ ont été dérobées aux poignets de leurs

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



# 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](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



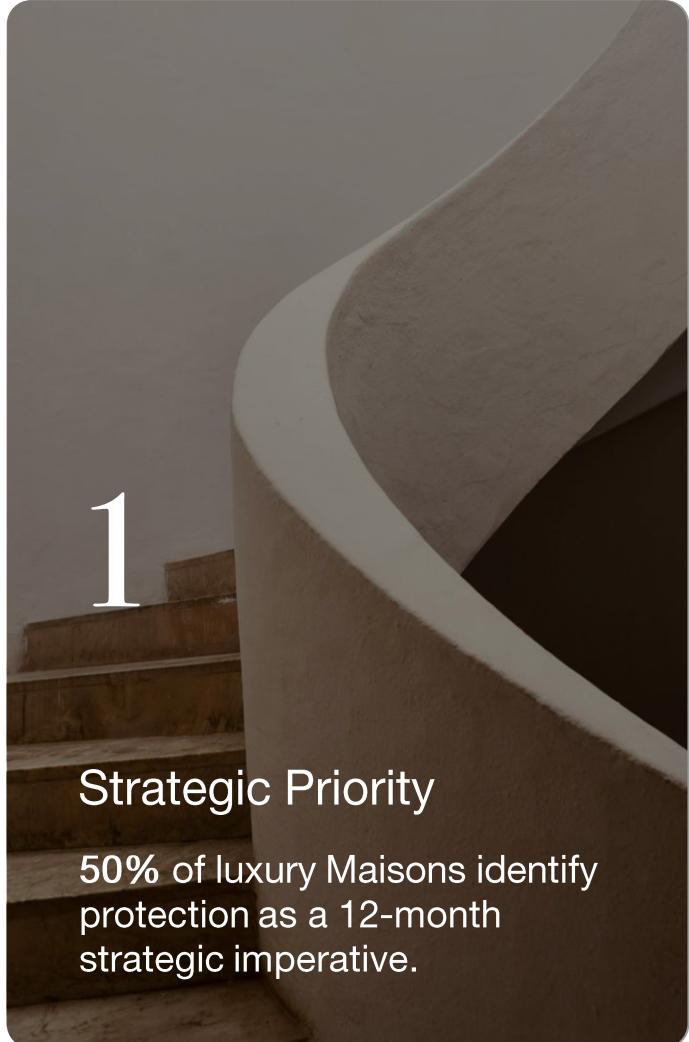
Fear suppresses  
usage and  
visibility—  
luxury's twin  
pillars of value.



Protection as  
a growth engine.

Protection Evolves.

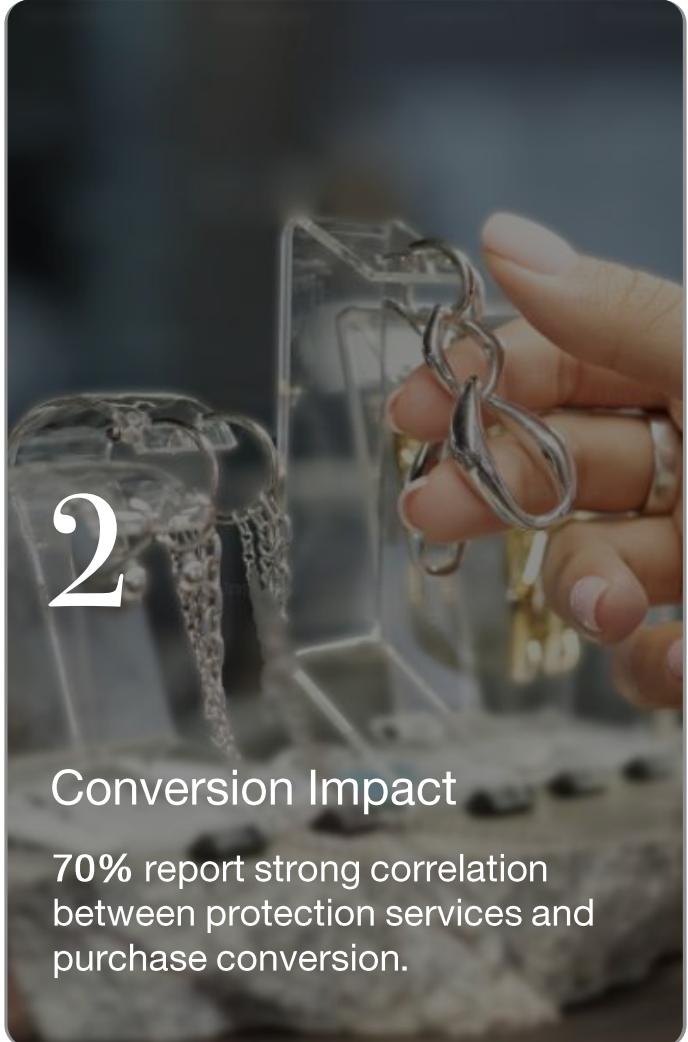
# From cost center to competitive advantage.



1

## Strategic Priority

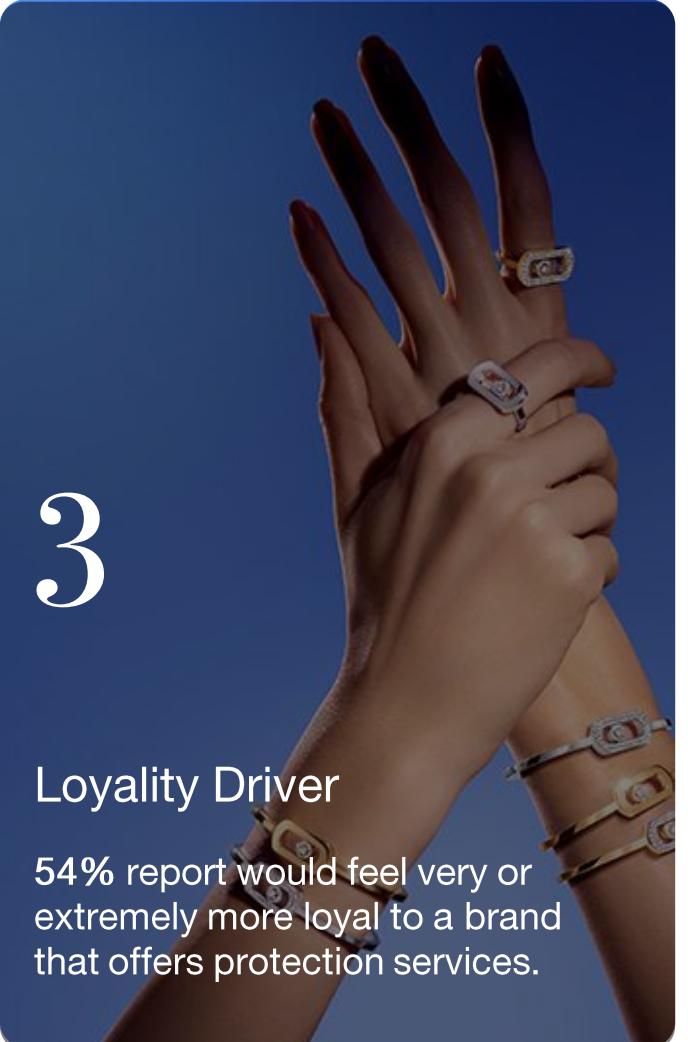
50% of luxury Maisons identify protection as a 12-month strategic imperative.



2

## Conversion Impact

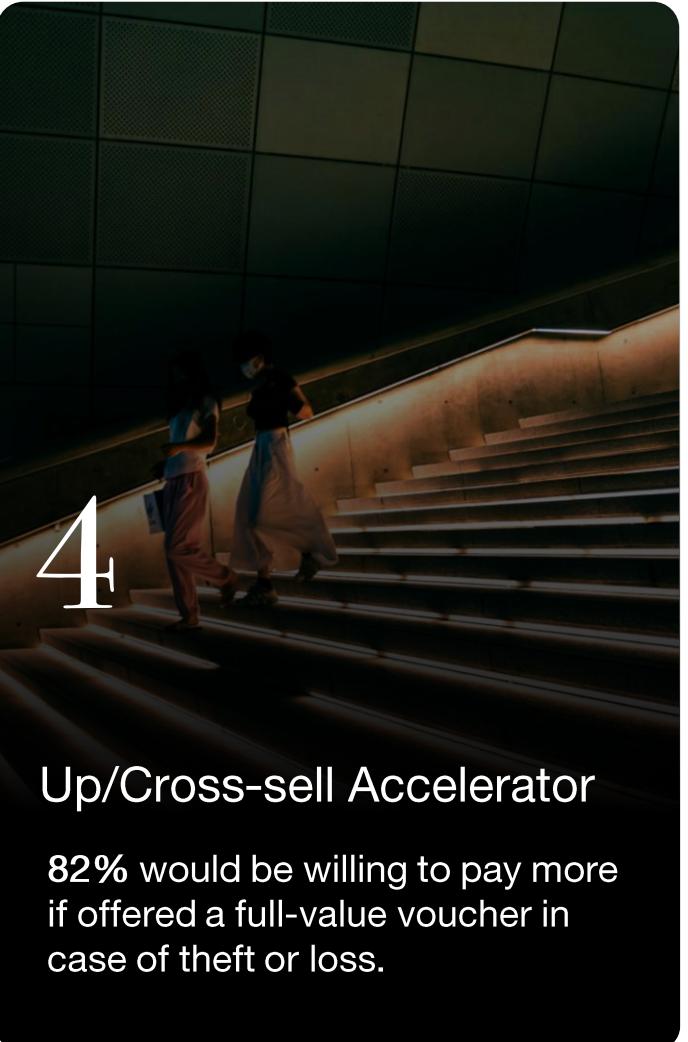
70% report strong correlation between protection services and purchase conversion.



3

## Loyalty Driver

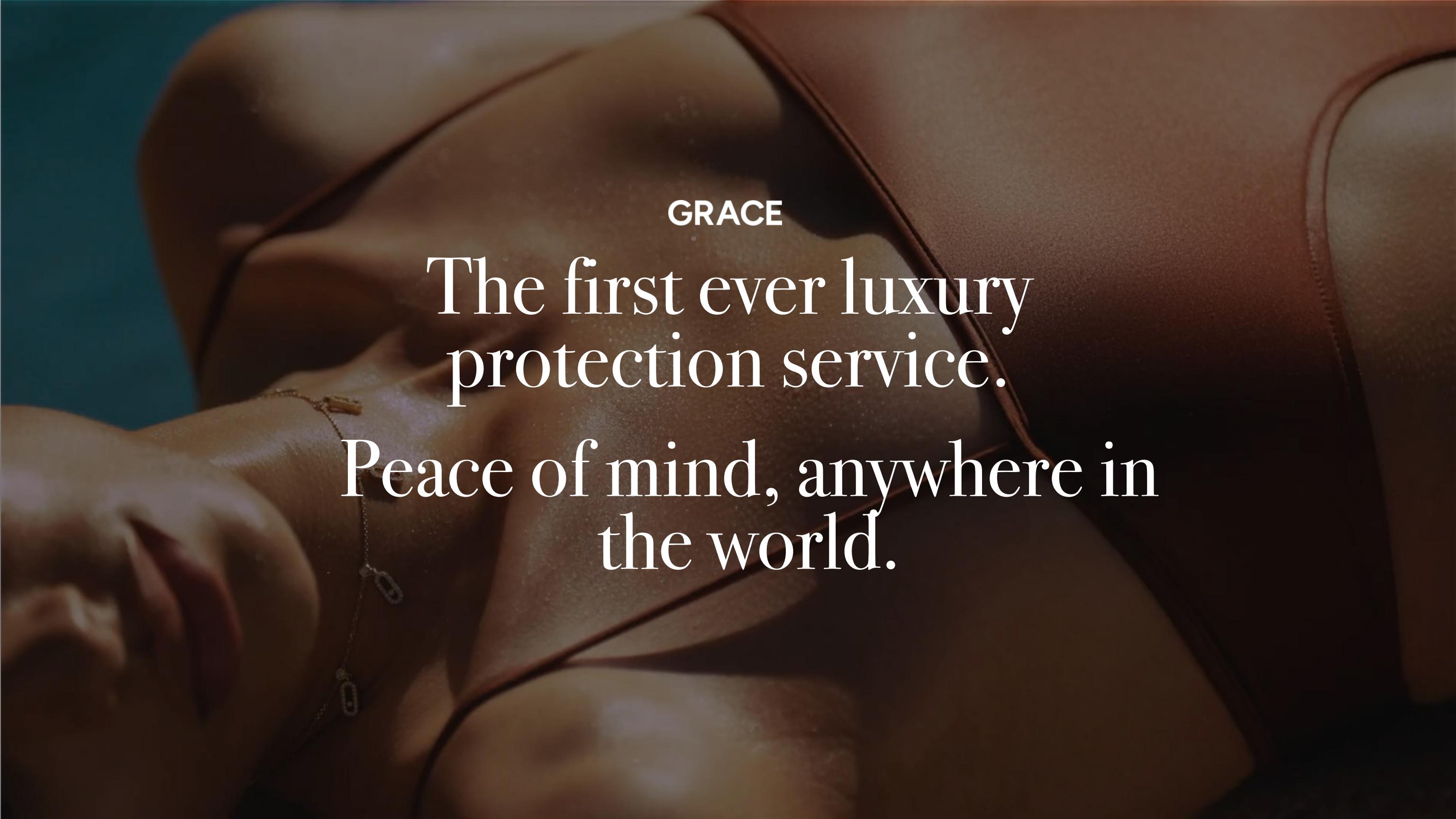
54% report would feel very or extremely more loyal to a brand that offers protection services.



4

## Up/Cross-sell Accelerator

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



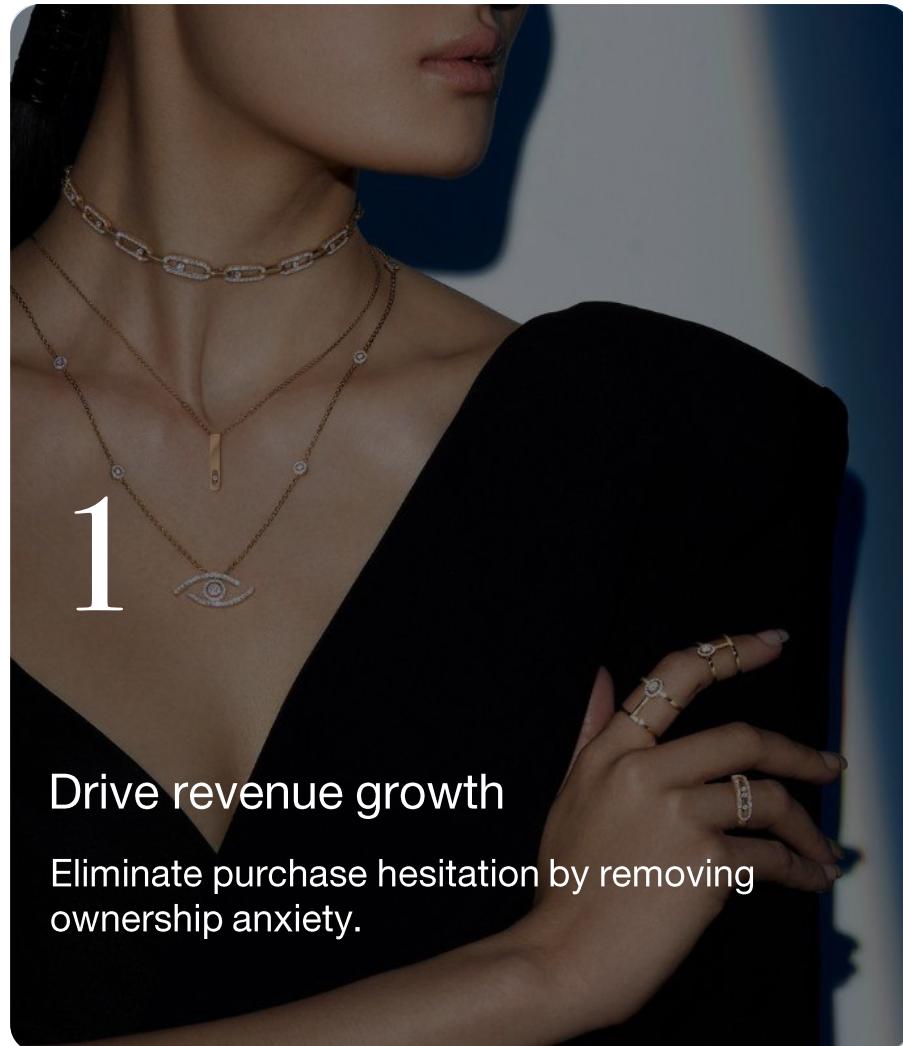
GRACE

The first ever luxury  
protection service.

Peace of mind, anywhere in  
the world.

Grace Vision.

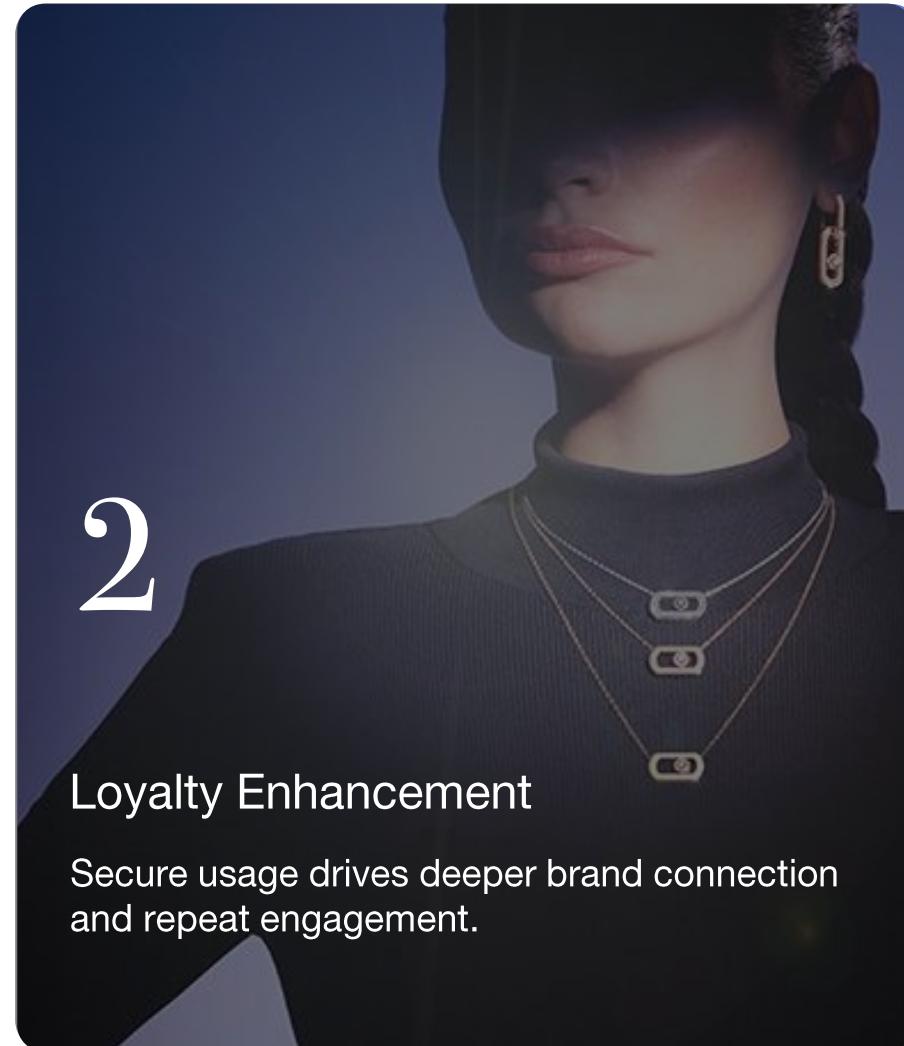
# Make serenity the new necessity.



1

Drive revenue growth

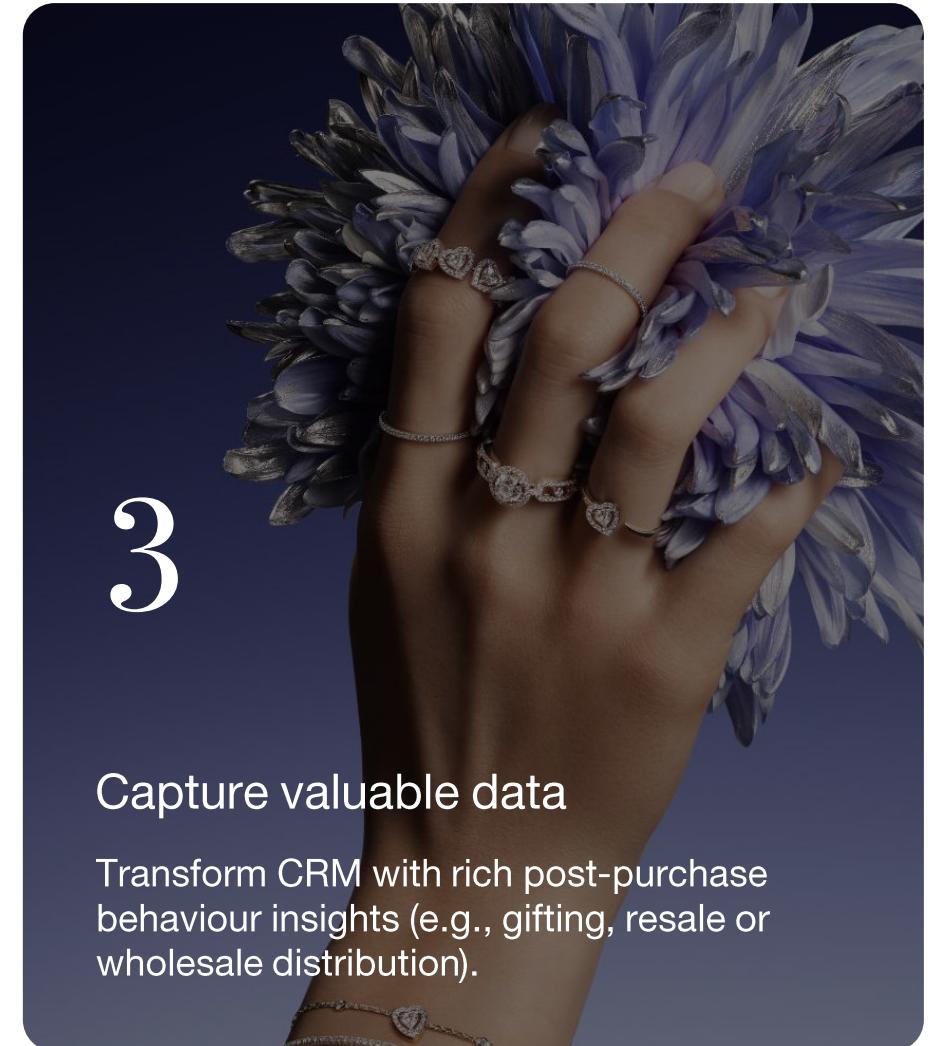
Eliminate purchase hesitation by removing ownership anxiety.



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).

A close-up, low-key photograph of a woman's hands. She is wearing a dark, possibly black, sleeveless top. Her hands are positioned as if she is holding a watch, with her fingers wrapped around the case and her thumb resting on the dial. The watch has a dark face and is heavily encrusted with numerous small diamonds. The lighting is dramatic, with strong highlights on the diamonds and the woman's skin, while the background is dark and out of focus.

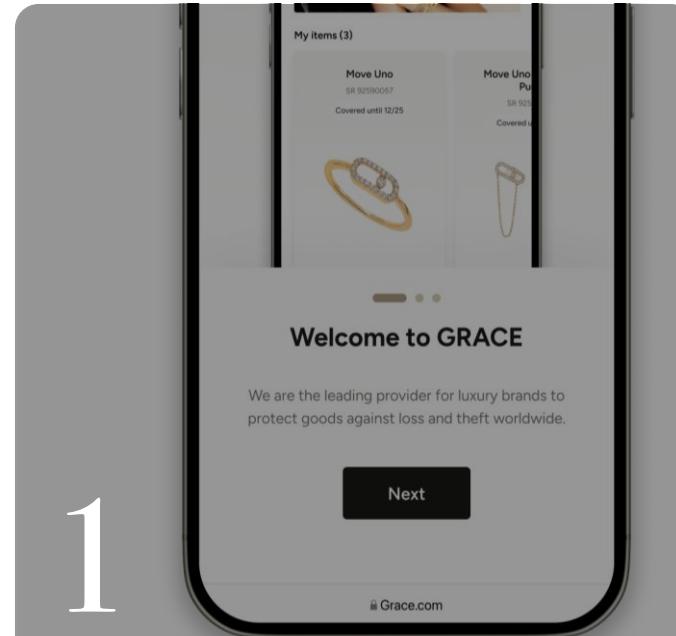
MESSIKA  
PARIS

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

Introducing New Standards.

# Messika's Customer journey toward Serenity.

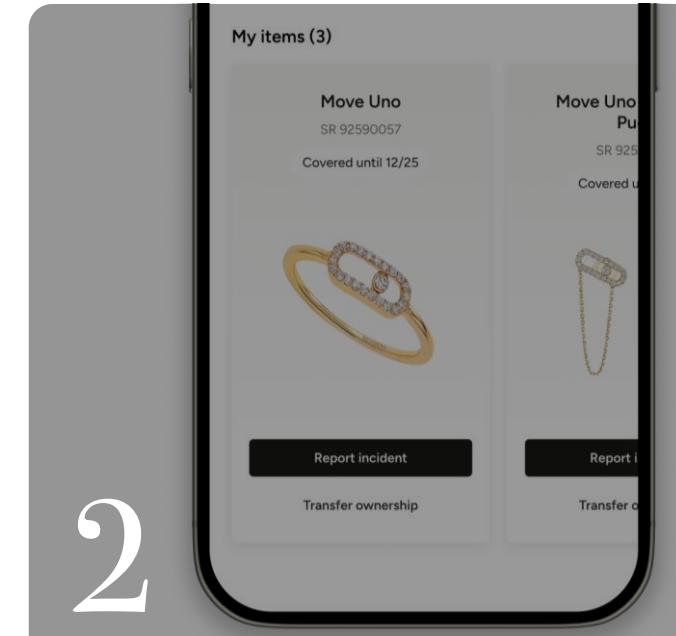
1



## Purchase & Protection

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

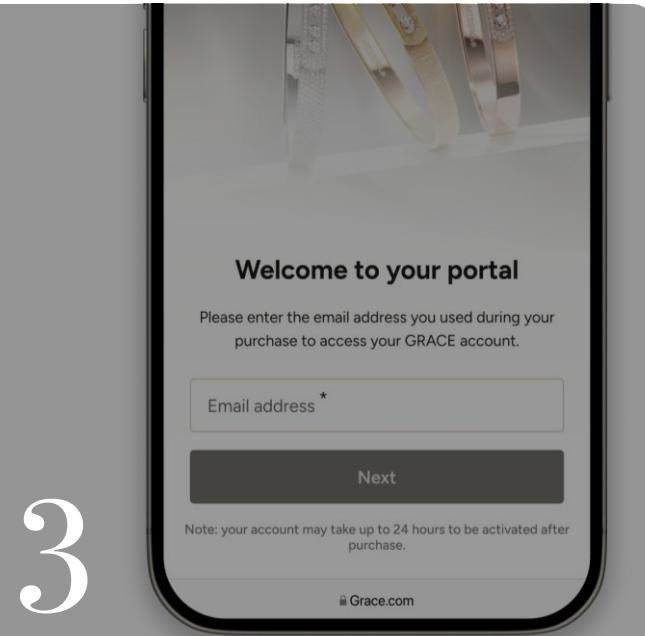
2



## Incident Report

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

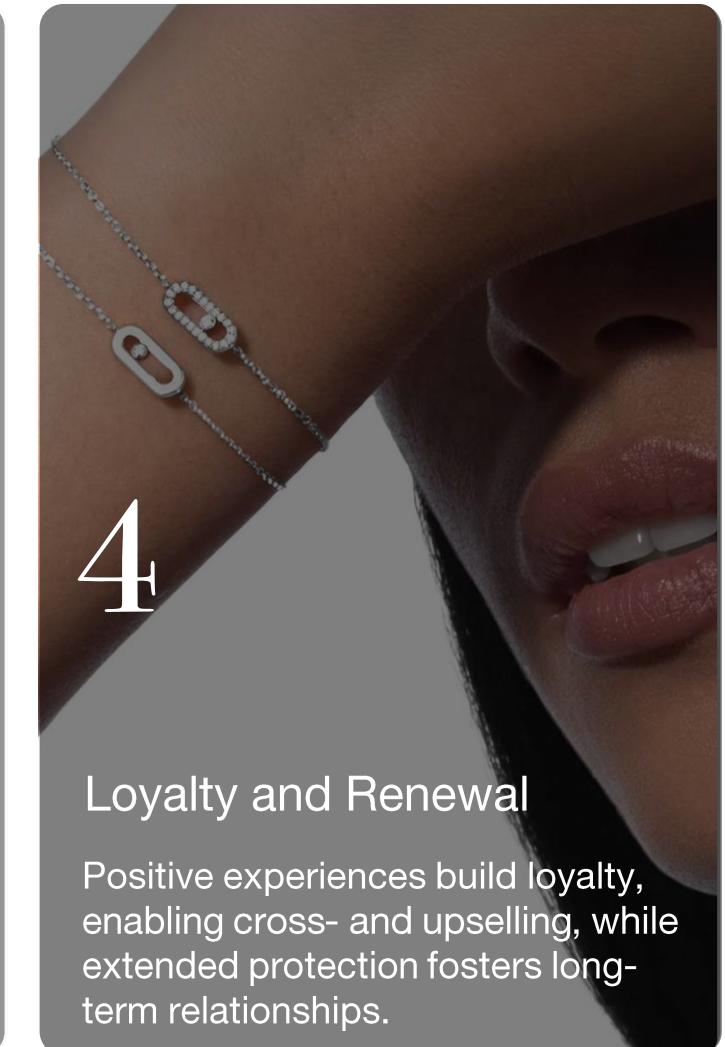
3



## Processing & Reimbursement

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

4

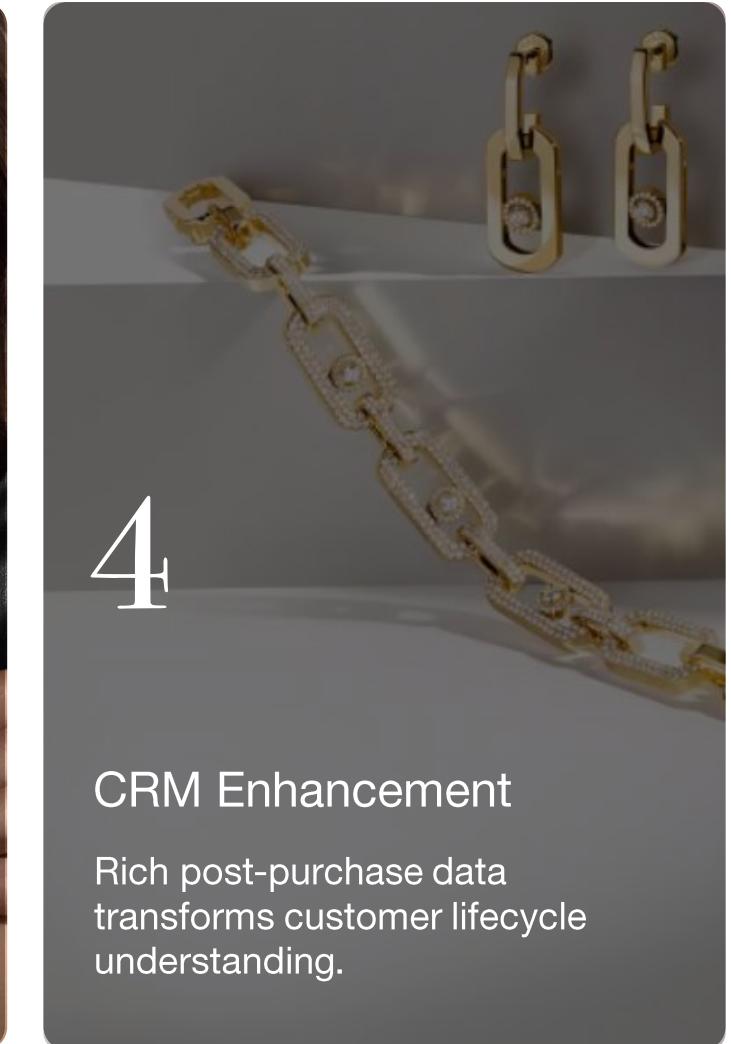
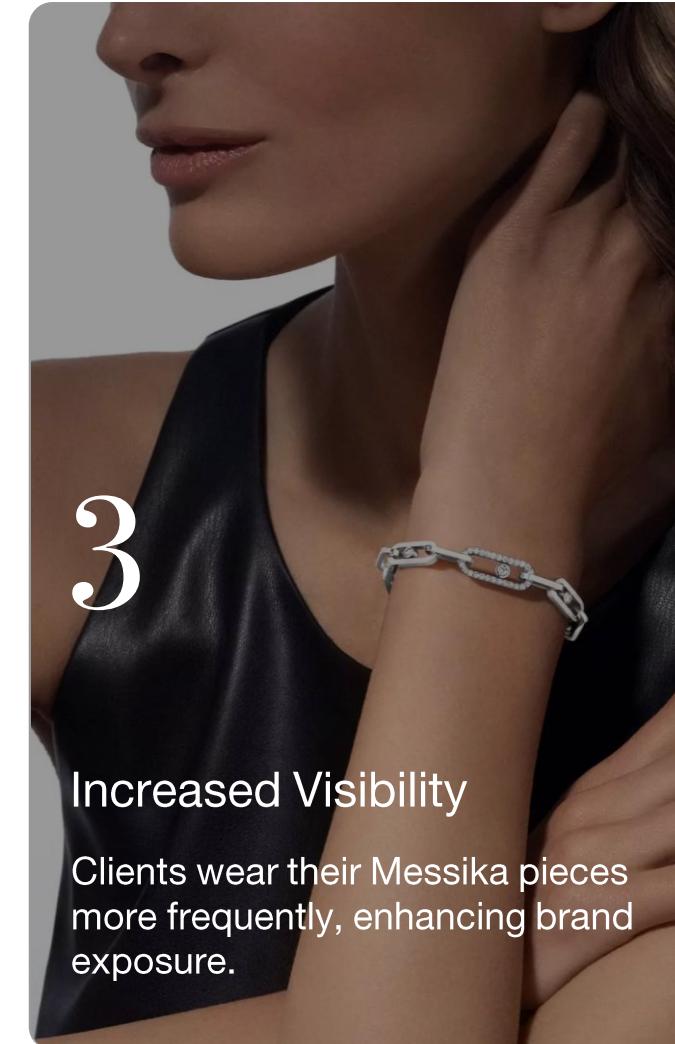
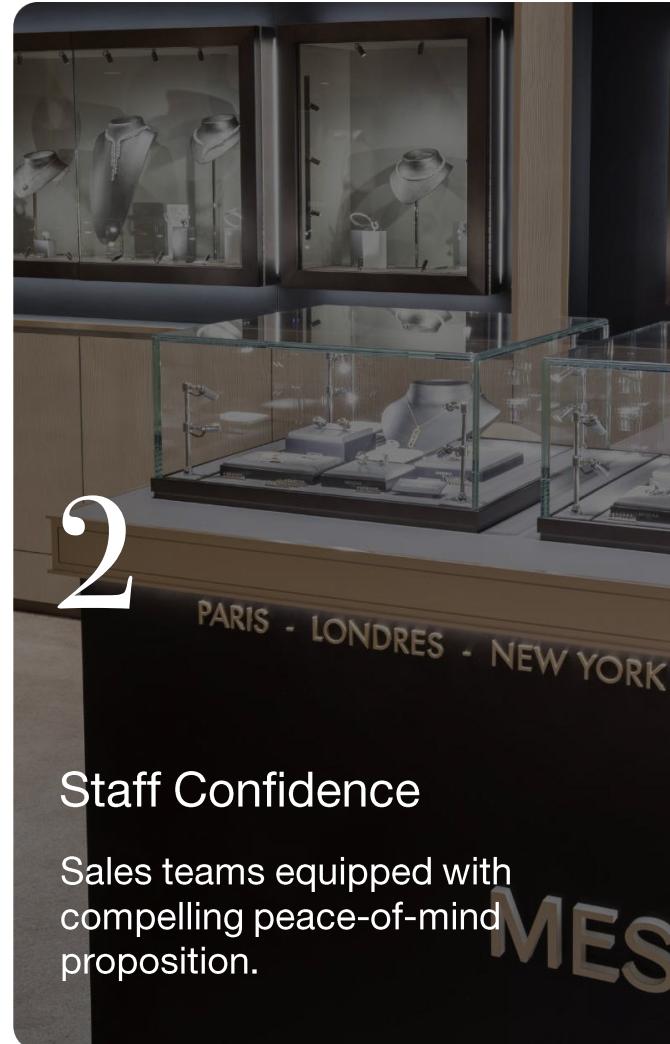
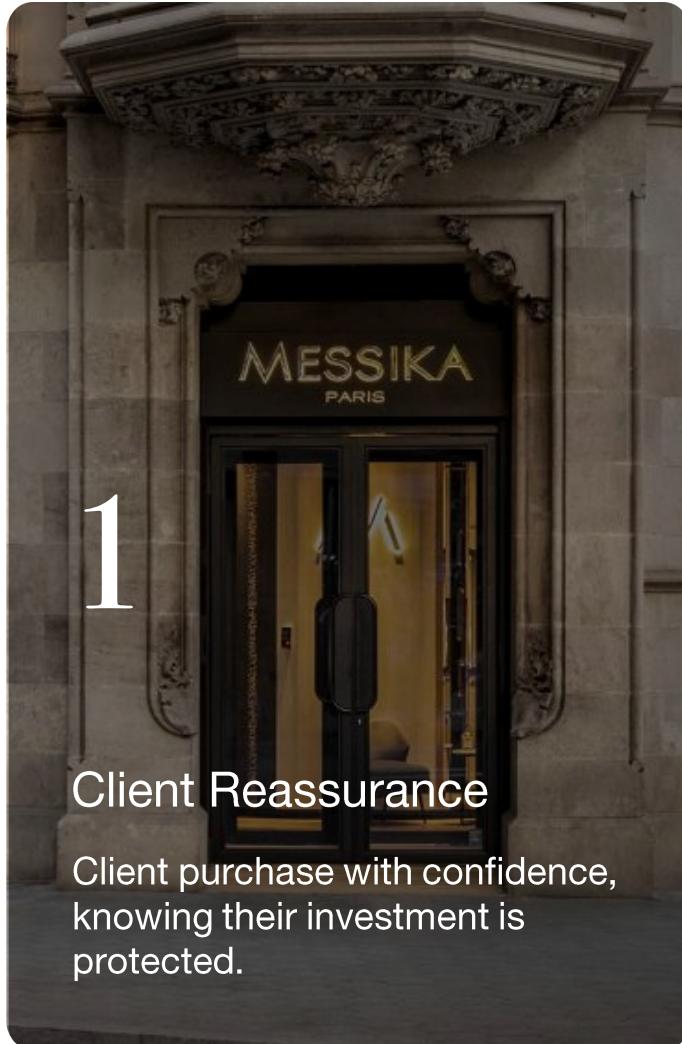


## Loyalty and Renewal

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

Messika's Promise.

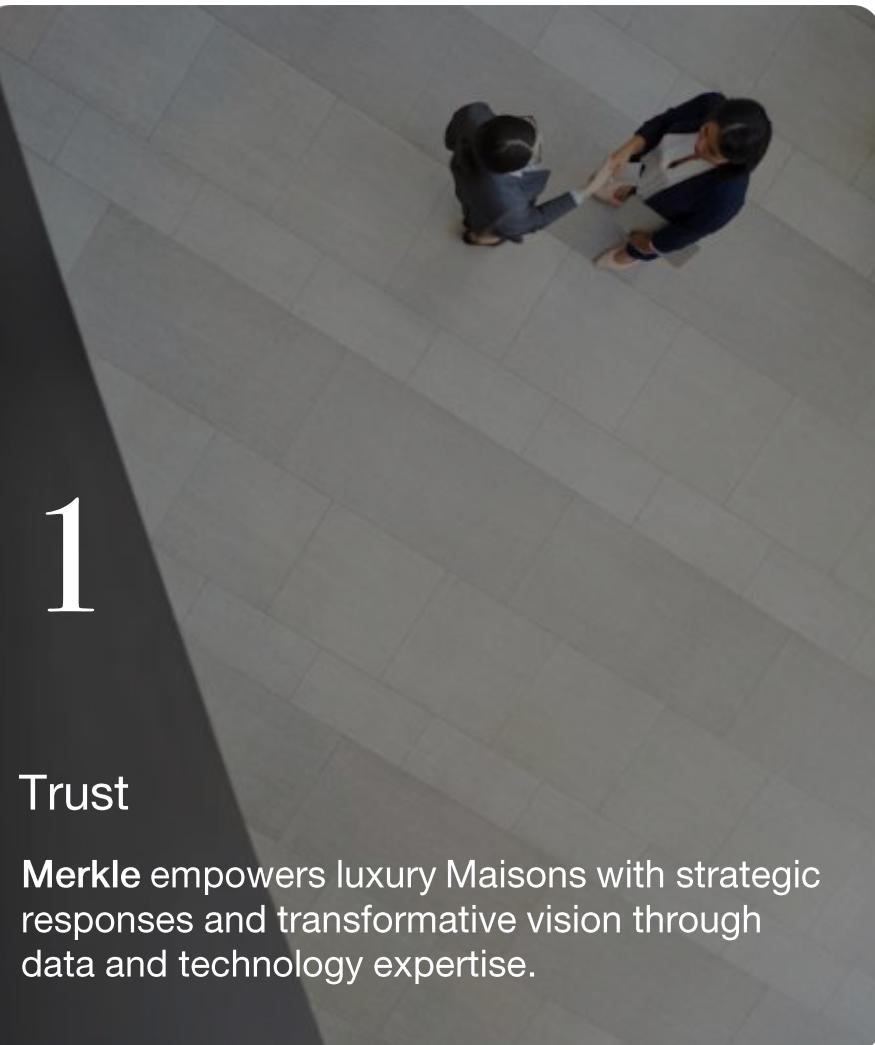
# We want our clients to wear their jewelry with complete peace of mind.



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

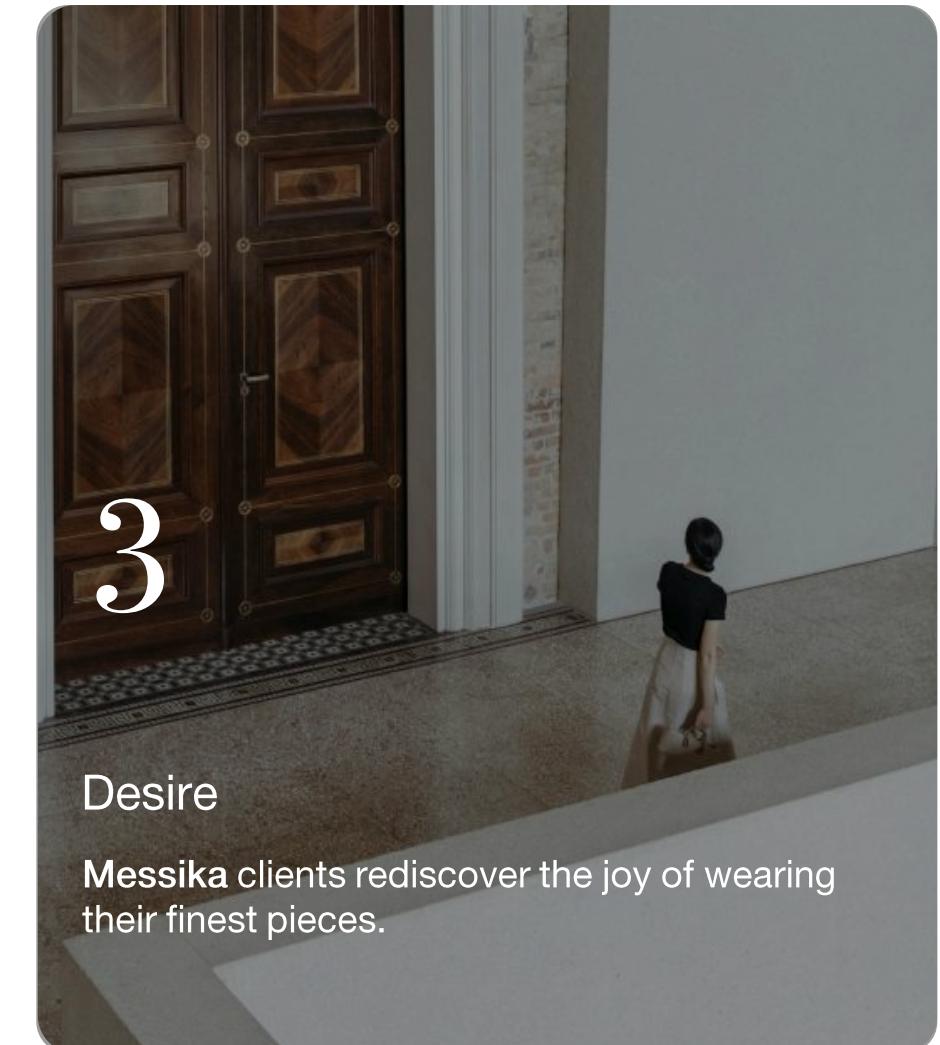
**GRACE** rebuilds the foundation of confident luxury ownership.

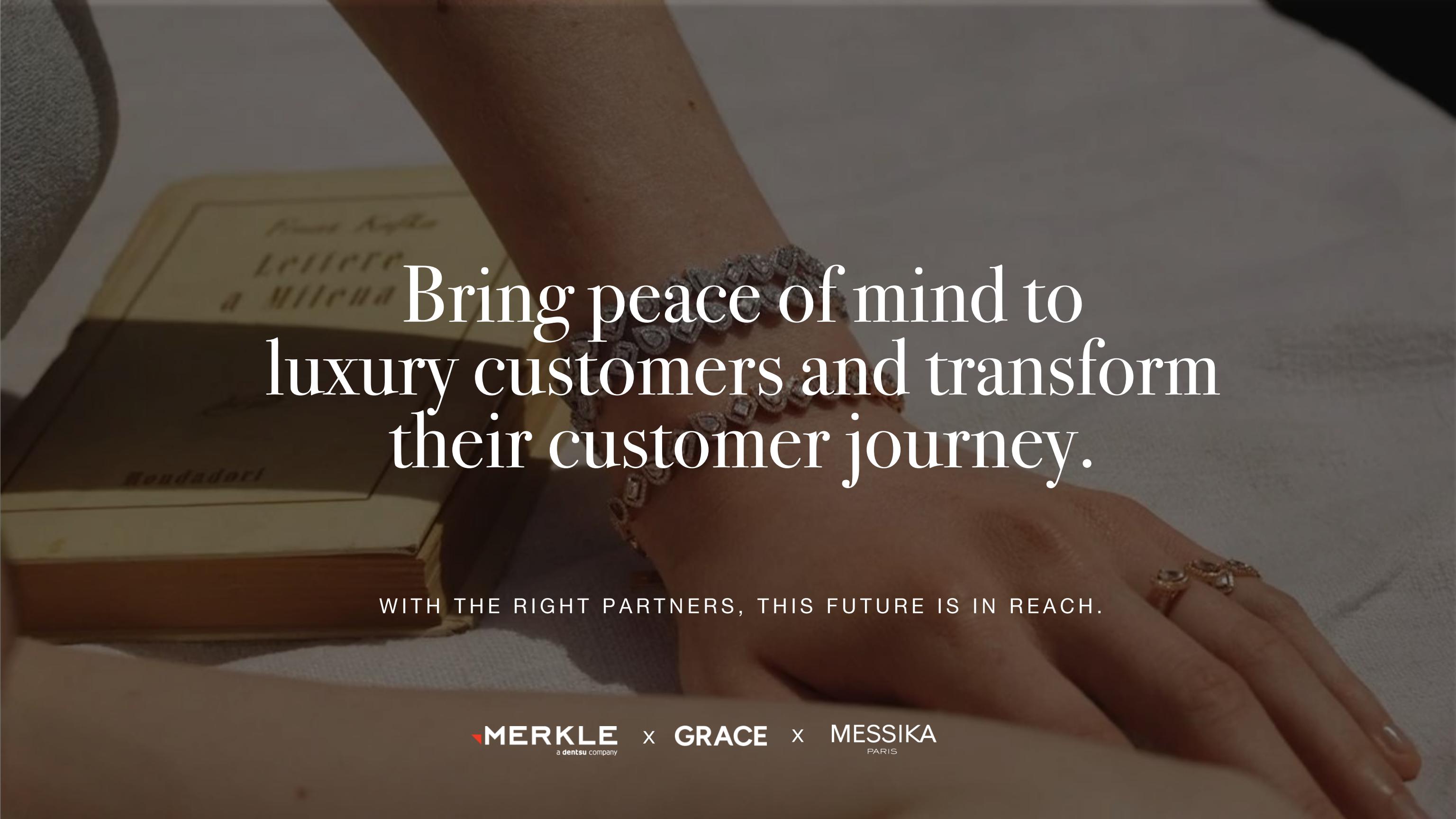


3

Desire

**Messika** clients rediscover the joy of wearing their finest pieces.





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

WITH THE RIGHT PARTNERS, THIS FUTURE IS IN REACH.

**MERKLE** x **GRACE** x **MESSIKA**  
a dentsu company PARIS

*Please, register here to receive the full Study*



SCAN ME

*Thank you!*