



## Collectors' corner

### Exchanging old for new

Vanessa and Fabien Chicha have combined their experience and their expertise to create Iconeek, a web-to-store concept offering previously owned watches. A savvy means of funding new timepieces?



Passionate, expert and professional are the adjectives that best describe Vanessa and Fabien Chicha, the two founders of Iconeek. Located in the heart of Geneva, this discreet consignment store specializes in the sale of previously owned vintage and modern watches.

The unique Iconeek concept is mid-way between retailers and auction houses, thereby uniting the best of both worlds: immediate availability of the models as well as horological expertise. The showroom on the Place Longemalle is backed by a website on which all the watches available for sale are listed according to a process designed to be as transparent as possible: the timepieces are appraised, evaluated and checked by Fabien Chicha – a watch-maker by training and an expert for auction houses – and then photographed, without any retouching. The models are posted online accompanied by a report on their condition and detailed descriptions based on remarkable archive work. The exceptionally high-quality products offered by Iconeek feature unbeatable prices. For each watch sold, the commission is just 15% (price net of expenses). Working hand in hand with several prestigious Geneva boutiques that send them their clients keen to part with watches that they no longer wear and thus to fund their new acquisitions, Vanessa and Fabien Chicha take account of the importance of net-working in Iconeek's growing success since its creation in 2014. In addition to selling previously owned timepieces, the company also offers personalized and concierge services ranging from watch repairs to collection management.

Iconeek, Place Longemalle 19, 1204 Genève, [iconeek.com](http://iconeek.com)