

Ralph Christian Watches Review of 2020 So Far

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In this time of continued uncertainty, an artisan British/American watch manufacturer is among those online retailers who are celebrating a record-breaking 2020 so far.

[Ralph Christian watches](#), based both sides of the Atlantic in the UK and the USA, has recorded higher than average online sales for each of the 'lockdown' months so far this year, and as the world now moves back to a new normal, this artisanal online jeweller is looking to move with them.

Operations Director in the UK, Martin Stone, says: 'We're delighted that we've not only weathered the storm of Covid-19's first wave but that we've actually improved on our performance from last year. It's shown us that we, along with so many other companies out there, can be flexible and adapt to working from home and our new working conditions.'

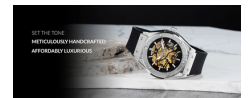
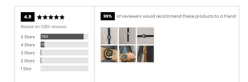
With online orders increasing exponentially, the biggest hurdle for the company has been the slowdown of the US post offices, with US COO, Neil Adams adding: 'The difficulties within the US postal system have been the most challenging things for us to navigate. Luckily, our US-based customers have been extremely supportive and understanding, and we've even been left some positive reviews about the whole experience! We're continuing to find ways around the US postal service slowdown, and it's been amazing to see so many of our customers being so understanding about the problems we face there.'

The company has recently introduced their first two ranges which features interchangeable straps, and have seen the uptake on this to be well beyond expectations, with many customers purchasing additional straps after their original order allowing them a level versatility with their timepiece that most companies cannot offer. So much so, that the company is now looking to produce a whole new line of interchangeable straps for existing models as well as focusing on more fashion-conscious and interchangeable aspects of all their timepieces moving forwards.

Many companies would look at the 'double-jeopardy' of Covid-19 shutdowns and the US postal service slowdown as being insurmountable, but Ralph Christian's innovative approach to problem-solving in the modern business world seems to be paying off for them.

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