



Watch Aces Announces Expanded Michael Kors Watches Collection Amid USD 4.71 Billion Market Growth Projection

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Watch Aces, operated by Lent Lily LLC, has announced the expansion of its Michael Kors watches collection as the luxury watch market prepares for projected growth of USD 4.71 billion between 2025 and 2029, according to industry analysts at Technavio.

"The luxury watch market is experiencing measurable shifts in consumer purchasing patterns, particularly among younger demographics who view watches as fashion accessories rather than purely functional items," said a Watch Aces spokesperson. "Our expanded catalog across internationally recognized brands reflects these documented consumer demand patterns."

The Virginia-based retailer has increased its inventory of both Women's Watches and Men's Watches from Michael Kors, responding to market data showing increased consumer interest in designer timepieces that bridge high fashion and accessible price points. The expansion includes chronograph models, rose gold-tone

designs, and stainless steel options across multiple size categories.

Market research indicates that Generation Z and millennial consumers are driving changes in the luxury watch sector, with these demographics representing an increasing percentage of designer watch purchases. These buyers typically seek branded timepieces that can transition between professional and casual settings, a category where Michael Kors has established strong market presence.

The expanded Watch Aces platform now includes more than 500 Michael Kors watch models, featuring variations in band materials including leather and stainless steel, face shapes ranging from round to rectangular, and sizes from petite to oversized. The watches incorporate design elements characteristic of the Michael Kors brand, including the MK logo and specific dial configurations.

Beyond the extensive Michael Kors inventory, Watch Aces has strategically scaled its offerings across other globally recognized designer labels. The platform's updated catalog features a robust selection of timepieces from Diesel, known for its bold and oversized aesthetics, alongside classic, sophisticated designs from Burberry and Emporio Armani. By consolidating these varied styles into a single digital storefront, the retailer provides consumers with a comprehensive destination for comparing diverse luxury trends. This multi-brand approach caters to a wide spectrum of stylistic preferences, ensuring shoppers can find timepieces that match their specific lifestyle requirements.

Industry data shows the accessible luxury segment continues to expand as consumers seek designer products at price points below traditional luxury brands. This segment has shown consistent growth patterns over the past five years, with online sales channels capturing an increasing share of transactions. Watch Aces' digital platform provides product comparison tools and detailed specifications for each timepiece in the collection.

Established in 2017, Watch Aces operates as an online retailer of designer timepieces across four primary categories: men's watches, women's watches, mechanical watches, and smartwatches. The family-owned business, legally operating as Lent Lily LLC, maintains multiple international watch brands and serves customers throughout the United States through its e-commerce platform.

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For more information about Lent Lily LLC, contact the company here: Watch Aces Watch Aces (757) 383-5852 info@watchaces.com 780 Lynnhaven Pkwy Suite 400, Virginia Beach, VA 23452

Lent Lily LLC

Watch Aces, founded in 2017 in Virginia, offers authentic, expertly curated timepieces with exceptional service. Serving watch enthusiasts nationwide, the company blends craftsmanship, integrity, and style to deliver trusted brands with confidence.

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