



Jewelry Insurance Issues

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Counterfeit Watches — the Mushroom War!

Fake watches are big business -- and spreading rapidly. One manufacturer of luxury watches feels like he's engaged in "a mushroom wa.... If you cut off one mushroom, there are three more the next morning."

Huge profits drive the counterfeiting of luxury goods. One estimate puts the profit margin at \$10 per dollar invested, about equal to profits of the illicit drug trade (and well below the profits of legitimate watch makers).

Counterfeiting watches is a global networking business, and its products can be found at tourist resorts, internet sites, local jewelry shops, and a flea market near you.

Read the rest of the story to find out about the types of fakes, who's making the fakes, who's being fooled -- and what this means to insurers.

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