

Pre-Owned Luxury Goods Auction Platform, Worthy, to Move Headquarters to New York City

New Fifth Avenue Location Offers Access to the Epicenter of World's Luxury Goods Sector

NEW YORK, Sept. 8, 2014 /PRNewswire/ -- Worthy (www.worthy.com), a unique and secure online marketplace for pre-owned luxury goods, will be moving its global headquarters into New York City's jewelry district.

The company will be moving into the 28th floor of the iconic Fred F. French building located at 551 Fifth Avenue (corner West 45th Street). The 38-floor skyscraper, with its striking [art deco](#) facade, was erected in 1927 and has since contributed significantly to the international reputation of [Fifth Avenue](#). The building is listed in the National Register of Historic Places.

"We are delighted to expand our global headquarters from Texas into the heart of New York City's acclaimed international jewelry district," said Ben De-Kalo, founder and CEO of Worthy.com. "Our growing pre-owned luxury goods marketplace requires a unique expertise in appraising and authenticating a broad range of high-end valuables which can be best found here in New York City. There's an added benefit of being located in one of the country's most rapidly growing high tech hubs."

The opening of the new offices will occur throughout September and will be marked by the expansion of Worthy's appraisal abilities, the enhancement of the relationship with its growing buyers network and the availability of public walk-ins by appointment. The New York office will be fully equipped with state-of-the-art appraisal and imaging technologies and will host a number of luxury market experts from various fields – all part of Worthy's efforts to match every unique item with the appraiser most qualified to evaluate it, resulting in the most accurate and detailed item descriptions. Sellers' valuables will be sent to either the New York or the Texas location depending on each item's appraisal requirements. The result will be buyers bidding competitively with full confidence and ultimately getting the seller the highest market price for their valuable.

Since its initial launch in the Spring of 2014, Worthy.com has attracted a loyal following of enthusiastic and highly successful sellers who have discovered the superior advantages of the only Internet marketplace that offers a safe and secure way of selling their luxury items to a network of committed buyers.

"We have created a total 'win-win' solution for the sellers and buyers of pre-owned luxury goods that address the inefficiencies and limitations presented by current marketplace liquidity solutions," said Mr. De-Kalo. "Worthy sellers have achieved extraordinary value for their luxury items like Carmen, who received more than \$19,000 for her diamond wedding set – five times more than what she was offered by another online diamond merchant. Or Gil, who sold several antique jewelry heirlooms – including a Cartier bracelet – which sold for six times the amount he was originally offered by a jeweler."

About Worthy

Worthy (www.worthy.com) is a unique online and secure marketplace for pre-owned luxury goods including diamonds, brand-named watches, jewelry, gemstones and precious metals. The company has developed an unbiased selling platform providing private sellers with the safest and quickest way to auction high-value items to a market of committed buyers and receive the best market value. By making the process simple and providing guaranteed item descriptions, Worthy makes it easy for pre-approved buyers to enjoy a steady stream of deals suited to their business needs. Worthy is headquartered in New York City with an operations center in Tyler, Texas and a R&D facility in Israel.

SOURCE Worthy
