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# **Do Not Mistake A Cheap Timepiece For An Expensive One**

Is it possible that when you think you are getting a once in a lifetime deal on a timepiece that you are buying a fake one instead. They could be real, but they might be luxury watch imposters. There are a lot of watches available that incorporate the same looks as a respected watchmakers products. But there is another category of wristwatch products that include many [expensive ladies watches](#) being sold on the Internet and through magazine ads that are not actually counterfeit, but they are sold using outrageous misrepresentations and should be equally avoided.

These luxury watch imposters are inexpensive watches being misleadingly represented as if they were fine luxury timepieces. They are sold under their own brand name, so they are not fakes of another company's brand. The fake watches are usually made with much more inferior raw materials and are mass produced rather than made by an experienced craftsman. The typical things that are done include a few things like are a combination of an impressive Swiss, German or European sounding name, or an impressive recommended retail price, or fancy verbiage that sounds like what a luxury watch brand such as [Cartier Ballon Bleu](#) would say, or impressive comparisons of features to those of other luxury timepieces, or a special price you can buy it for that is incredibly below the retail price.

No one could actual charge that suggested price and never would even attempt to. How can they sell them so cheap? Simple, they are cheap watches. There are laws in place that deal with this method of advertising, but many companies either get around them or ignore them completely. In order for a person to avoid being taken in by any of these tactics, they need to do their homework and read a about the real luxury watches before they go out and spend their hard earned money on something that might be practically worthless.

There are some tips on spotting luxury watch imposter brands that a person should be aware of. Hand crafted, quality timepieces will not be sold for less than a couple hundred dollars unless they are fake. No real luxury watch sells new for more than 50% off of its genuine retail price, even from the most aggressive discount dealers. It does not matter what time of year it is, dealers do not sell quality timepieces at special sales. A real luxury brand will be well discussed on the Internet so do a search for the brand name and if you can't find something like a [Cartier Ballon Bleu review](#) or collectors and owners discussing the merits of the brand, it is unlikely to be a true luxury brand. Always purchase a quality timepiece from a store that has a good reputation. If you see a brand sold mostly on auction sites, and never anywhere near it's claimed retail price, it is not a luxury brand. It is very uncommon for the cheap watches to be made by a company that is known or even has a presence online, so check it out and see if you can find one before you buy. It is getting easier and easier to have a presence on the internet, so even that is something that should be taken lightly before you invest your money.

The bottom line is that when a deal looks like a amazing and unbelievable opportunity, it usually should be avoided. The economics of the manufacturing and selling products make it impossible for new wristwatches to be sold at 70-95% off of a legitimate retail price. Many people talk about how much they saved by buying something on sale instead of looking at how much what they bought is actually worth. Do not be taken in by all the hoopla that surrounds these once in a lifetime sales that are designed to make a person ignore the facts that are right in front of them that let them know they are looking at an imposter rather than the real deal.

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