

Why Buy Rolex Replicas?

There are many reasons why someone would want to purchase a Rolex replica; perhaps the real one costs too much, or the quality of the replica is even better than the real thing. Whatever the reason, there are many issues involved, including moral, legal, and economic consequences. In this article, we will discuss all these issues.

Why would someone purchase a fake?

Virtually every person who wishes to purchase a replica Rolex simply cannot afford a real thing. After all, how many people can afford \$10,000 for the down payment on a car... and then we're talking about that kind of money for a watch.

These are usually the type of people who want to look good without putting a hole in their wallet. Fake it, before you make it. There are many professions that require you to look good, such as a Financial Adviser, Stock Broker, Lawyer, or a Businessman. Who would want to do business with someone who can't even afford a \$100 watch? And who wouldn't want to do business with someone who can afford a \$10,000 watch?

You can't blame these people for wanting, or even needing to look good. This includes the many people who attend nightclubs, bars, and lavish parties, who want to impress everyone in the room. Nothing owns the crowd better than a \$10,000 watch on your wrist.

On the other hand, there are those who can afford the real thing, and quite possibly even own the real thing. But is it feasible to wear a genuine Rolex out on the streets, only to have it stolen from you? That's \$10,000 down the drain.

The Consequences

Many moral, legal, and economic consequences are at stake each time a fake Rolex watch is sold. It is easy for you to say, "Rolex makes enough money, what's \$10,000 to them?" But imagine if Rolex was YOUR company and thousands of these unauthorized items are being sold each day. How would YOU feel? Quite differently, I assume. You probably would not show much sympathy for those who can't afford your product; after all, it promotes exclusivity and allows you to raise the prices.

Economic Consequences

Rolex claims they lose hundreds of millions of dollars because of counterfeit Rolex items. But this is assuming that each and every person who has purchased a fake Rolex would have purchased the real one instead, had the fake one not existed.

The truth, however, is that no replica is ever 100% exact. Someone who can afford the real thing, would most likely purchase the real thing instead of a fake. The staff here has never run into a person who said, "Man, I can afford the real thing, but I am so glad I found the fakes because I can save myself \$10,000." That simply never happens.

The biggest economic loss is diluting the name of Rolex. This is for real. If I owned a real watch, I would be upset too to see my busboy neighbor wearing a fake one. It makes a Rolex less exclusive because now poor people can purchase one too.

Another economic loss is when someone tries to sell a fake as a real thing, or counterfeiting. This type of crime should not be tolerated at all, because not only does Rolex lose (there's an extra 'Rolex' watch diluting its name), but the person who made the purchase also loses because they thought they were paying for the real thing.

So keep that in mind when purchasing a fake Rolex. The economic consequence is that the exclusivity of owning a Rolex is diluted, and the person who purchases the fake might go out and try to sell it as the real thing.

Moral Consequences

The moral consequence is simple; if you owned a real Ferrari and paid \$250,000 for it, would you be very happy to see your owner pay \$50,000 for his fake? Absolutely not. It isn't fair to the real owners of Rolex watches that replicas are being sold for a fraction of the price, because the replica purchasers can probably show theirs off and get the same amount of popularity as someone who paid 10 times more for the real thing.

So remember: just because you don't think it's a big deal because you don't own the real thing, there are thousands of others who do own the real thing and do think it's a big deal.

Legal Consequences

There is an entire article dedicated to this topic. There are many legal consequences associated with manufacturing, purchasing, and selling Rolex replicas. To cover this topic briefly, there are both civil and criminal consequences. In cases where a Rolex replica isn't being counterfeited (ie. represented as the real thing), then usually only civil cases are brought against the parties involved. However, in cases where the watches are being imported or are being sold as the real thing, numerous criminal charges can usually be brought against the importer or the dealer.