

My Dude Watch

Brand Lanes Explained

Mainstream Brands

- **Optimize for:** Reliability, scale, service
- **Strengths:** Easy ownership, predictable quality
- **Trade-offs:** Conservative design, logo pricing
- **Best for:** First watches, daily wear, gifts



Microbrands / Independents

- **Optimize for:** Design intent, value honesty
- **Strengths:** Creativity, finishing per dollar
- **Trade-offs:** Limited availability, varied support
- **Best for:** Design-focused collectors

Heritage / Luxury

- **Optimize for:** Design-focused collectors
- **Strengths:** Finishing, tradition, longevity
- **Trade-offs:** Price, diminishing returns
- **Best for:** Milestone pieces, seasoned collectors



- **Factory Direct / AliExpress****Optimize for:**
- **Optimize For:** Specs per dollar
- **Strengths:** Incredible value, experimentation
- **Trade-offs:** QC variance, inconsistent support
- **Best for:** Learning phase, budget collecting

The Golden Rule: Buy in the lane that matches your expectations — not someone else's standards.