

# THE WORLD'S GREATEST SHOWROOMS

2023



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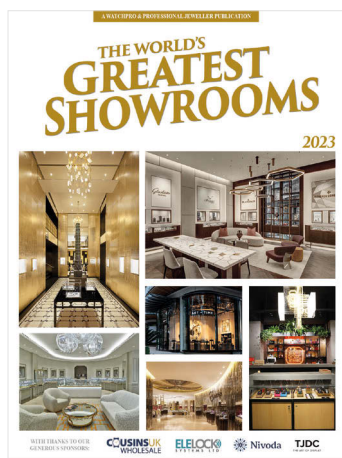
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# Welcome to the World's Greatest Showrooms

Welcome to the World's Greatest Showrooms, a book designed to inspire and celebrate outstanding store design and in-store customer services from the best examples on the planet.



It has been an eye-opening experience scouring the globe to discover innovation and creativity on every continent. There are certain to be examples we have not featured in this year's edition, but we hope to update the Greatest Showrooms every year with new and refurbished stores.

We have divided this inaugural list of 40 showrooms into four categories: Monobrand Watches, Monobrand Jewellery, Multibrand Watches & Jewellery, and New or Refurbished.

Some showrooms could appear in more than one chapter. Parisian flagships for Cartier and Chanel, for example, shine a light on the jewellery and watches of these iconic brands, but we have placed them in the Monobrand Jewellery category, because that is their predominate business.

As we enter 2023, the quality of the environment and in-store expertise — horological, gemological or commercial — has never been more important. After a spike in online sales for luxury watches during the pandemic, ecommerce has settled back to represent a relatively small percentage of sales for all-but the biggest and most powerful brands and retailers.

Customers understand the value of long term loyalty to their favourite showrooms, but the owners of these glittering destinations must not take that loyalty for granted. They need to constantly delight clients, and make them glad they have chosen the full in-store experience.

Showrooms have evolved in recent years into places focused as much on hospitality as they are on retail transactions, a trend that is unlikely to be reversed. That is why hundreds of millions of dollars are pouring into opening the most spectacular showrooms in global cities like New York, Paris, Tokyo, Dubai, London and Singapore.

I hope you enjoy reading and browsing this book as much as I have enjoyed creating it. If you have suggestions for the 2024 edition, please drop me a line any time.

*Rob Corder, co-founder and editor, WATCHPRO*





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# multibrand SHOWROOMS

IN AN ERA OF LAVISH BRANDED BOUTIQUES, THESE  
STORES ARE SHOWING THE POWER OF CHOICE









# Bucherer Time Machine

## NEW YORK, USA



**B**ucherer reopened its completely transformed Time Machine flagship in New York in the summer of 2021. It was the first time the Swiss giant had its name above a door in the United States, despite buying the Tourneau network of stores three years earlier in 2018.

The renovation, made more complex by covid-related restrictions and the planning maze of Manhattan, took 18 months, but the transformation has been spectacular.

There are two reasons why Bucherer's Time Machine makes it into this book about the Greatest Showrooms in the world. First is the sheer scale of the destination store: 19,000 square feet over three floors. Second is the style and the way it has transformed retail from a transactional business into one of hospitality and luxury experience.

Styling is greatly helped by Bucherer managing to persuade the world's most powerful watchmakers, including Rolex and Patek Philippe, to eschew its usual branded fixtures and furnishings and allow Bucherer to create a cohesive aesthetic for the whole showroom.

For example, ivy green velvet is used instead of the normal slippery pea green leather for seating in the Rolex area. It is the sort of on-brand (or just off-brand) design that is found throughout, and allows Bucherer to retain more of its own identity.

New York's love of art deco is perfectly aligned with Bucherer's world-wide taste, so bronze, glass, bespoke chandeliers, marble, wood panelling, parquet floors and plush carpeting dominate the store.

Brands have their own spaces and their logos are prominently displayed. But there is none of the usual Cartier or Omega red clashing with the green of Rolex or yellow of Breitling. It is much more like a 5-star hotel, where every design decision has been made by an overarching presiding intelligence.

It is hard to spot where the hospitality ends and the selling starts. Watches might be presented to customers at one of three bars (one on each floor) or one of the lavish seating areas. Fine wine is provided through a partnership with Sotheby's, which should make the many events planned in the showroom must-attend parties.

The old Time Machine could be gloomy, particularly on the lower floor where the less expensive brands were crammed together, but the new Bucherer is bathed in natural light and open plan space.

Reducing the number of brands from well over 100 to 40 was a crucial piece of editing to make the strategy work. Bucherer Fine Jewellery is given its rightful prominence for the first time in America, and this contributes to the experience feeling a great deal less masculine than at the old Time Machine.

There are also regularly rotating art installations and an open workshop area where people can see their watches being serviced and repaired.

Another first is the presentation of Bucherer BLUE watches. These are special pieces created by dozens of watch brands that are exclusive to Bucherer, and all use blue materials in some way. Eight new BLUE watches are making their debut at the flagship, two of which are exclusively for the US market.

Pre-owned watches have always played an important role at Tourneau, and Bucherer has learned from its experience. In the new Time Machine, there is a large lounge on the lower ground floor dedicated to CPO alongside a service centre. One of the three bars in the store is on hand to hand out free cocktails while people are shopping or waiting for a bracelet to be resized.

# Watches of Switzerland

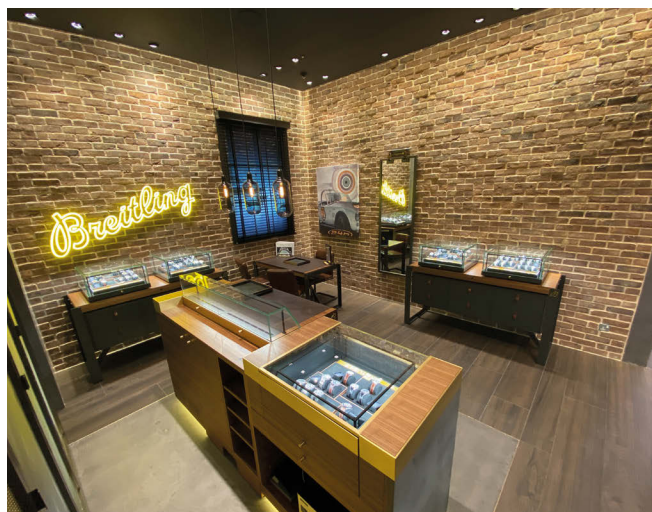
## LONDON, UK

**W**atches of Switzerland set a new standard for multi-brand luxury watch retail in the UK when it opened its three-storey emporium at number 155 on London's Regent Street in 2014. It was the first of three showrooms in Central London — the other two are on Oxford Street and Brompton Road in Knightsbridge — that became known as the golden triangle of stores.

They might have been called geese that kept laying golden eggs because they were there to serve a flood of overseas visitors in 2016 when the Brexit vote crashed the pound and made shopping in London up to 30% cheaper than the rest of the world. The spending spree set Watches of Switzerland Group up for an IPO that has it currently valued at £2.2 billion.

Watches of Switzerland strongly believes in multibrand retail, but also in branded spaces. 155 delivers both over three floors with Rolex anchoring the ground floor and getting half the window display frontage onto Regent Street. The Rolex boutique was upgraded in 2019. Patek Philippe is the big draw on the first floor.

The lower ground was refurbished this year, with branded boutiques for TAG Heuer, Tudor, Longines, Breitling, Hublot and Panerai along with the service desk. The same refurbishment and reshuffle made space for MB&F, a sign that artisan independents are becoming commercially important to the group.









# Art in Time

## MONTE CARLO, MONACO



Art in Time is one of the most exclusive watch boutiques in Europe. Located on Monaco's Place du Casino, it is backed by Karl-Friedrich Scheufele, co-president of Chopard and Ferdinand Berthoud, and specialises in high end independent watch brands. Chopard, Akrivia, MB&F, Laurent Ferrier, Urwerk, De Bethune and Ressence are among twenty or more watchmakers with pieces displayed in minimalist splendour at any one time.

It sits at the foot of One Monte Carlo, six residential buildings divided into 37 ultra-luxurious apartments on one of the hottest pieces of land in the principality. To rent one of the smallest 60 square metre apartments back in 2019, when the development launched, would have cost over \$20,000 per month. Penthouses were up to €\$3 million per year.

Beneath these apartments, the exterior of Art in Time is iconic with a 30 foot high wall of glass that curves elegantly around the corner unit. This curved glass is picked up in the design of presentation units in the boutique, most of which house just one or two watches from the most sought-after independent watchmakers.

There is no doubt that the watches are the stars of the show here. It is like walking into the drawing room of a passionate butterfly collector, but instead of the winged beauties on display, there are exquisite timepieces from this generation's most talented living horologists.







## Cellini NEW YORK, USA

Cellini and its owner Leon Adams are uniquely respected by watch-loving Manhattanites, with collectors, celebrities and financial masters of the universe beating a path to the Park Avenue showroom to try on watches from low-volume artisan independent watchmakers they cannot find anywhere else in the city.

The store's modern, minimalist design is almost the complete opposite of Cellini's original antique store in the lobby of the Walford Astoria hotel, which closed for a major renovation in 2017, forcing Mr Adams to vacate after 41 years in residence.

The independent watchmakers in which Cellini

specialises, have grown dramatically in demand over the past two years, but not in the quantity they each produce. This means their watches are extremely hard to find, and make Cellini a must-visit for anybody looking to shift into the upper stratosphere of collecting.

Appropriately, the watches are the stars of the showroom, rather than large blocks of branded furniture. They are sold by one of the most expert teams in New York, making a visit to Cellini one of the city's great pleasures.







## Selfridges LONDON, UK

Most visitors to the legendary Selfridges department store in London's West End have no idea they are entering a Bucherer-run space when they go shopping for luxury watches in The Wonder Room on the ground floor.

Other than an area dedicated to certified pre-owned watches and another for Bucherer Blue special edition pieces, the floor's branding is dedicated to the major luxury timepieces it offers in a vast multibrand department with a number of watch and jewellery boutiques around it.

There is something for every taste and budget in the Wonder Room, ranging from affordable luxury Swiss brands like Tissot and Longines up to Breguet, Blancpain, Jacob & Co, Panerai and Girard-Perregaux.

Key to its success is the fact that everybody serving in The Wonder Room is employed and trained by Bucherer, so customers have the broadest possible choice presented by experts whose only desire is to delight and educate.

Selfridges is constantly evolving, but The Wonder Room remains one of the great experiences for watch lovers living in or visiting London.





# Razny Jewelers

## CHICAGO, USA

**W**e might have selected Razny Jewelers' standalone showrooms in the satellite towns of Addison or Highland Park, Illinois, for their scale and ambition, but it is the flagship on Chicago's Oak Street, a magnet for luxury shoppers, that stood out for its location along with the elegant integration of Rolex, Patek Philippe and fine jewelry.

In the course of researching this book of the Greatest Showrooms, we have seen the flexibility jewellers have from even the biggest brands to work with mandated colours, guidelines and materials but make them work with the fabric of a building and to align with the style and intention of authorised dealers and their clients.

Razny, with four showrooms in the Greater Chicago area, is defined by its partnerships with the world's most desirable brands including Rolex, Patek Philippe, Cartier, Tudor, Ben & Zorweg and Breitling.

The three-storey, 2,500-square foot Oak Street showroom, which opened in 2016 as Razny's first location on Chicago's Gold Coast, is built around Rolex and Patek Philippe, but also has space for fine jewellery, bridal and pre-owned watches.

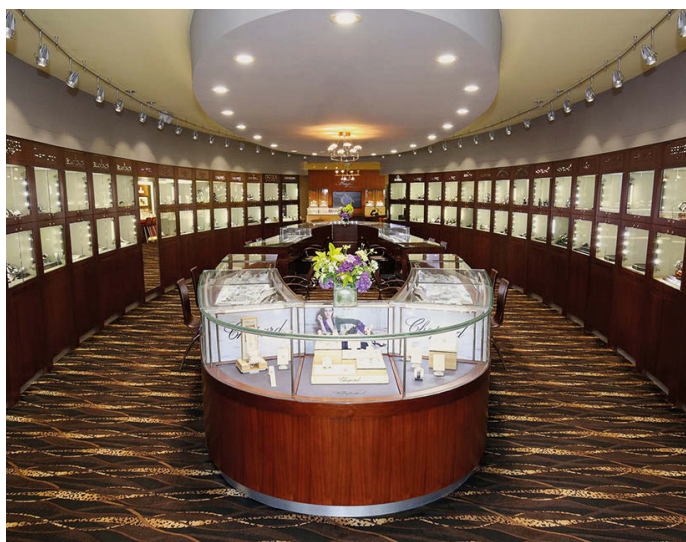
Light pours into the showroom from ceiling height windows for the main retail and meeting spaces on the ground and first floors, while the lower ground has an on-site workshop and experts for instant repairs and servicing for clients.





# Manfredi Jewels

## GREENWICH, CT, USA



This book may be a celebration of the Greatest Showrooms in the world, but it is by no means purely about the biggest spaces with fortunes spent on design and furnishings. As every exceptional retailer knows, there are three other even more important considerations: position, people and products.

Manfredi, in the leafy affluent commuter town of Greenwich, Connecticut, ticks all three boxes. Owner Roberto Chiappelloni is a legend of the American watch business, having introduced many brands to the market including Franck Muller, Parmigiani, F.P. Journe and Voutilainen. He remains one of the country's most passionate advocates and experts for independent watchmakers and is constantly introducing

brands with the potential to become the next Dufour or Gronefeld to the American market.

Greenwich is a competitive town with Betteridge (now owned by Watches of Switzerland Group), Shreve Crump & Low and Tiffany competing for the bonuses of Wall Street's wealthiest executives.

Manfredi's store/office/workshop is unapologetically old school, but its design is quite revolutionary with display cases lining the walls, each with a small pull out table, so that associates are standing eye-to-eye with customers presenting watches without cabinets putting physical distance between them. It is precisely the same strategy that Apple adopts with its showrooms so you could say Manfredi was ahead of its time.





# David M Robinson

## MANCHESTER, UK

David M Robinson re-opened upgraded boutiques in its spiritual home of Liverpool and its London outpost in Canary Wharf in 2022, but its Manchester showroom remains the greatest embodiment of the customer relationship-driven business model of its managing director John Robinson.

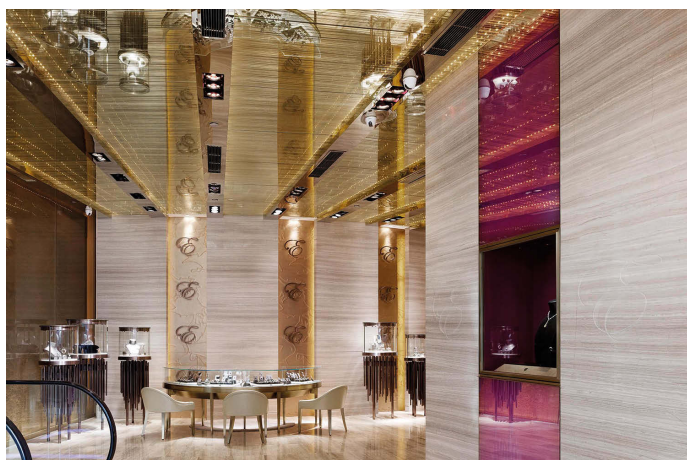
Entering David M Robinson's refurbished and extended Manchester showroom is like walking into a Four Seasons hotel with Michelin-starred levels of service and attention to detail. Housing a Rolex boutique, Tudor and IWC stations and wide open spaces for the company's high end jewellery, it is clear the business has taken a less is more approach to interior design. It also makes space for personal service in VIP suites or exclusive customer events.

Fewer brands and less product on display leads to more intimate customer consultations, and DMR prides itself on attention to detail when it comes to these clients. They come to intimate events where the retailer has up to 70 pieces of information about every guest on its system. That's attention to detail.

You are welcomed into the double-fronted store, right on Manchester's famous St Ann's Square, by an open space punctuated with fine jewellery showcases and areas for Tudor and IWC. Rolex is off to the left with a branded boutique. Down a staircase under a spectacular chandelier are a beautifully designed room for private events and consultations over a fine scotch from its well-stocked bar. Opposite is a Rolex consultation room where there is a chance to watch DMR's in-house watchmaker carrying out repairs.







## *Emperor Jewellery* HONG KONG, CHINA

**T**he brief Anthony Chan, architect and founder of the practice Cream, was given for a new Emperor Jewellery store opening at Hong Kong luxury retail development 1881 Heritage was simple. Make it sparkle, he was told.

Never one to disappoint a client, Mr Chan did just that. The store is a glittering box of reflective surfaces, glass walls, gold details and general sheen. It is a dazzling experience, but once your eyes adjust and you can look beyond that initial awe factor, you will find that he has woven as much storytelling into the space as he has glitz.

Emperor is a long-standing jeweller in Hong Kong, dating back to 1942, and Chan wanted to weave some of that history into this new store and make it fit with the personality of its owners, the Yeung family. The Yeungs are notable antiques collectors and so to reflect this, Chan created what he describes as a miniature museum, with opaque glass columns fitted with built-in vitrines for the jewels.

He also took inspiration from nature. A curving mirror is fitted with golden reed-like rods, and the exterior of the VIP client room is decorated with cut-steel visuals of butterflies, trees and flowers.



# *The Hour Glass*

## TOKYO, JAPAN

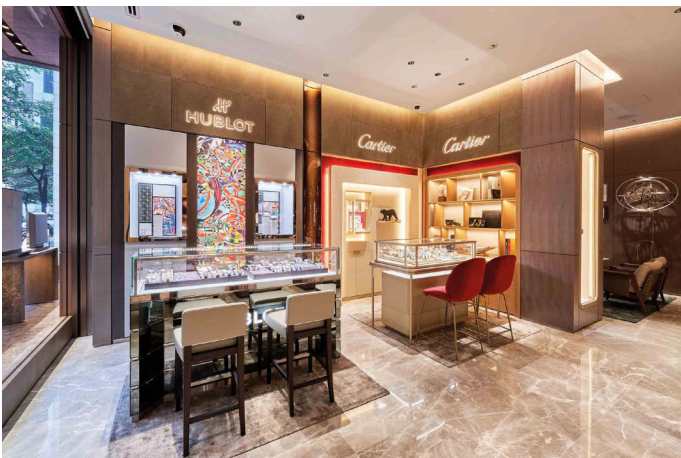
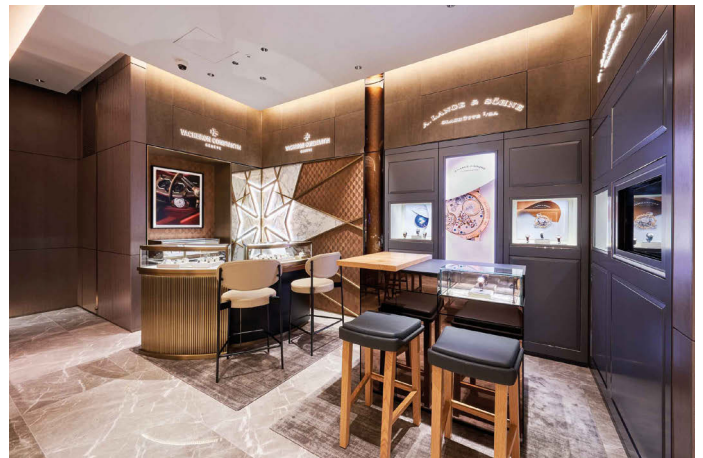
**T**he Hour Glass has been serving the watch lovers of Ginza for more than 25 years, first setting up shop in 1996 and moving into its current location in 2010. To mark these two major milestones — a quarter of a century in business and a decade at its enviable address — the store underwent a complete renovation that was unveiled in 2021.

The concept draws on the Japanese theory of Ma, an artistic interpretation of negative space and openness. This has been translated in floor-to-ceiling glass boutique façades and minimalist limestone plinth watch showcases, as well as structural changes

to the boutique to create a more open, convivial atmosphere for the discovery of watches.

At the heart of the space, which is a temple to branded shop-in-shops for watchmakers including Hublot, Cartier and A. Lange & Söhne, is an oval-shaped gold, silver and crystal chandelier. Reminiscent of hundreds of luminescent silk threads, it is said to represent the non-linear flow of time.

The refurbishment of The Hour Glass also included a reworking of its large, dedicated Patek Philippe area to create a more immersive brand experience. The space is embellished with chandeliers, a library and plushly outfitted private consultation rooms.









# London Jewelers

## NEW YORK, USA

Few people would have been familiar with the Long Island town of Manhasset (pop. 8,176) before the Americana Manhasset upscale shopping mall developed into one of the country's most luxurious clusters of boutiques; home to the likes of Hermès, Dior, Cartier, Bottega Veneta, Chanel, Fendi, Gucci, Louis Vuitton, Tiffany & Co., and Prada.

Anchoring them all is the ever-expanding flagship of London Jewelers, which also runs stores in the more famous Hamptons neighbourhoods as well as in Manhattan's financial district and Short Hills, New Jersey.

Family owners the Udells recognise the power of the world's biggest jewellery and watch brands to pull in affluent shoppers from across the island, and have built the Manhasset showroom around blockbusters including Van Cleef & Arpels, Bulgari, Cartier, Chanel, Rolex, Audemars Piguet and Patek Philippe, many of them with branded frontage, their own entrances and private meeting rooms.

Owner Mark Udell says the aim of the showroom is to ensure Long Islanders feel no need to travel into Manhattan for their luxury shopping, and has something for everybody in Manhasset including a prestige giftware boutique on an upper floor.

Customers can get lost for hours browsing through the interconnected watch and jewellery showrooms, while being taken care of by one of the most attentive teams in the industry.

There are shop-in-shops or boutiques for the likes of Van Cleef & Arpel, Cartier, Chanel, Rolex, Patek Philippe and Audemars Piguet, along with multibrand areas for watches, bridal jewellery and other fine diamonds and gems.

In an era when jewellery and watches have been increasingly separated at retail, London Jewelers shows the power of them coming together in one of the world's greatest showrooms.





# Waco

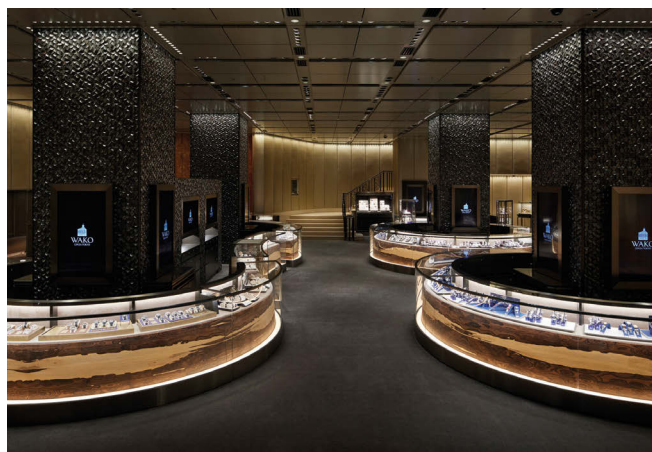
## TOKYO, JAPAN

The Wako department store is considered to be the very emblem of Tokyo's upmarket Ginza district. The Seiko clocktower, which sits atop the store, overlooking a busy shopping area, is a major landmark and symbol of resilience, having survived the fire bombings of Tokyo in World War II.

Built in 1937 by famous Japanese architect Jin Watanabe, the neo-classical building has a clear Art Deco influence in its design. Passers-by are enticed inside by the store's impressive window displays, which take inspiration from history, of-the-moment trends and objects of beauty.

As a department store, selling everything from cakes and homeware to fashion, Wako has many alluring areas. Among the most impressive are its Watch Square and Jewellery Square located on the first and second floors, which were introduced in August 2020.

Here, you can find some of the world's most illustrious high-end jewellery and watch brands, including a large collection of Grand Seiko Watches within a stylishly outfitted dedicated area. Wako, which is owned by Seiko Group Corporation, also has a watch repair service for customers and an extensive range of imported high-end brands, including Franck Muller and Panerai.















## *Zadok Jewelers* HOUSTON, USA

**H**ouston's Zadok Jewelers moved into its new 28,000-square-foot, two storey showroom in early 2021. The flagship is twice as large as the family jeweller's original store in Houston.

To put the scale of the store in context, Watches of Switzerland's central London flagship: 155 Regent Street is 17,000 square feet, not far off half the size of the new Zadok showroom. Cartier's reopened temple to luxury in Paris is bigger at over 32,000 square feet, but less than half of that is dedicated to retail.

More than 60 fine jewellery and luxury watch brands have a home in the Zadok space including Cartier, A. Lange & Söhne, Roger Dubuis and Omega. Along with multibrand areas and shop in shops

there are four in-store boutiques with their own entrances for Richemont-owned Jaeger-LeCoultre, IWC Schaffhausen, Vacheron Constantin and A. Lange & Söhne.

Notable shop-in-shops include Cartier Watches, Pomellato and Hublot, which has its largest space in the United States. Audemars Piguet is represented by its own distinctive corner.

Upstairs is dedicated to jewellery, a bridal boutique and a pop-up space adjacent to The Champagne Bar that will be used to showcase emerging and established artists, craftspeople and designers of fine jewellery, clothing and accessories. There is even a private dressing room where people can try on outfits.





## *Pragnell* STRATFORD-UPON- AVON, UK

**P**ragnell's Stratford-upon-Avon flagship showroom became one of the largest fine watch and jewellery boutiques in the UK following a major expansion and refurbishment in 2019 that added 50% more retail space to its internationally renowned showroom in the birthplace of William Shakespeare.

Pragnell is one of the most respected fine watch and jewellery retailers in the UK, presenting the likes of Rolex, Patek Philippe Omega, Cartier, F.P. Journe, Greubel Forsey, Jaeger-LeCoultre, Chanel, Panerai, Breitling and Tudor alongside globally important gems and jewellery sourced and created by a peerless team of in-house experts.

Pragnell's Tudor building in Stratford-upon-Avon's historic centre has lived many lives. It was built after a fire destroyed most of the town in 1594, and was designed and financed by architect Abraham Sturley, a close friend and drinking partner of then-30-year-old Shakespeare.

Sturley was granted permission by the court of King James to adorn the ceiling and fireplaces with regal Jacobean patterns used in royal households; features which have been painstakingly preserved to this day.

Watch and jewellery displays and meeting areas are ingeniously knitted in-between the building's ancient wooden beams, history-worn floors and low ceilings, all expertly navigated by the six-foot-something owner Charlie Pragnell and his team.



# PROFESSIONAL JEWELLER

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With over five decades of experience, we are trusted by independent designers, retailers, and some of the biggest and most respected names in the industry, to supply an unsurpassed range of products, backed up with the friendly help and advice from our knowledgeable staff.

Family-owned and run since 1969, Cousins was founded by watchmaker Ted Cousins who began the business supplying parts to other local repairers from his home in Ilford.

As the business expanded, Ted moved the company to its first dedicated premises and took every opportunity to buy stocks of parts for even the oldest of watches.

It was the ability to supply repairers with everything they needed "off-the-shelf" that meant the firm thrived as its rivals began to fade.

Today, run by Ted's son Anthony, Cousins continues to evolve as a customer-oriented company, employing nearly 60 staff at the 35,000 square feet facility in Maldon, with a turnover of £11 million.

By combining modern business practises with family-values, Cousins have built lasting partnerships directly with manufacturers from across the globe, ensuring we deliver the best value possible and earning customer loyalty, which we highly value.

# *monobrand watch* SHOWROOMS

FOR THE FULL IMMERSIVE EXPERIENCE, THESE  
MONOBRAND BOUTIQUES ARE HARD TO BEAT









## Omega

### ZURICH, SWITZERLAND

**W**e all think we know Omega's signature boutique style — bright red carpets, pale polished wood and dramatic modern chandeliers — but the biggest opening of recent years, a showroom in Zurich, strikes a rather different tone.

The Omega monobrand, which opened in 2020, is the largest in Europe at 8,600 square feet spread over two floors within a dramatic glass cube. Amusingly, it is a cube within The Circle, an upmarket shopping mall in Zurich.

The glass cube could be a nod to Apple's flagship store on the edge of Central Park in New York, and Omega has taken other ideas from the way Apple Shops work with products presented outside of cabinets using a system from Dietlin Swiss Showcases called Free Access Display, which lets customers touch and try on the watches.

The mall-based Omega showroom is framed on three sides with glass walls punctuated with porthole-style windows displays.

Space over the two floors is divided up into relaxed seating areas and private lounges along with the open retail floor. There are displays linking Omega to the Olympics, deep sea exploration and the James Bond movies, along with digital screens giving in-depth looks into watches and the history of the brand.

"The Circle is a very forward-thinking project and we are really inspired by its spirit of combining business with lifestyle. As a pioneering luxury Swiss brand ourselves, Omega sees it as a great opportunity to be part of something unique, and we really share their vision of creating a truly special experience," says Omega president and CEO Raynald Aeschlimann.





# *Vacheron Constantin*

## NEW YORK, USA

**V**acheron Constantin's Manhattan flagship opened in the summer of 2021 on 57th Street, which is also home to Jacob & Co., Breitling, Audemars Piguet's AP House and Bucherer's Time Machine.

The brand's first foray into the United States was recorded in 1831, so the New York boutique is the latest step in a long and illustrious journey and nestles neatly into its upmarket neighbourhood thanks to a striking Art Deco-inspired design fused with details taken from Vacheron Constantin's 265 year history.

A double height glass frontage opens into 4,500 square feet of retail, hospitality and horological history. It has a strikingly contemporary feel with a number of New York visual references, but with nods to the history of the brand including a blue straw marquetry wall with Maltese cross motif. The aim is to strike a balance

between the history and heritage of the watchmaker and inspirations for its current collections. A dedicated area on the ground floor displays the restoration capabilities of the Maison and rotating exhibitions of historic timepieces from the Vacheron Constantin private heritage collection in Geneva. There is also an interactive digital display where customers can take a leisurely tour through the history of the brand.

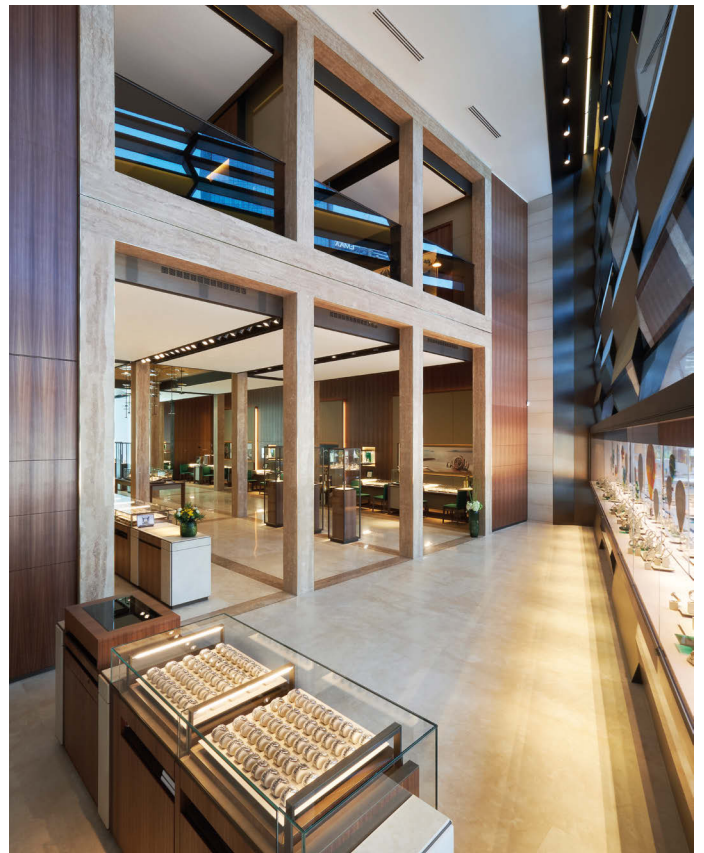
Up a spiral bronze staircase there is an in-house watchmaker for consultations, adjustments and watch engraving. The first floor also has a VIP Lounge for meetings or small events.

The showroom has one of the most comprehensive collections of current Vacheron Constantin timepieces including boutique exclusive models, the first permanent "Les Collectionneurs" vintage watch offering, and a rotating Les Cabinotiers assortment.













## *Rolex by Ahmed Seddiqui & Sons* DUBAI, UNITED ARAB EMIRATES

**R**olex's largest store on the planet was first opened in 2018 and reopened after a modernisation in 2020. It is run by Ahmed Seddiqui & Sons, the largest authorised dealer of luxury watches in the Middle East, in Dubai Mall, said to be the biggest shopping mall in the world.

It is easy to sneer about a megastore without any watches to sell because of current shortages, but the Rolex destination was always designed as much as a temple or museum for the brand in the Middle East, as it was a mere retail outlet. If this were the world's Greatest Malls

for watch lovers, we would certainly feature Dubai Mall, which is home to spectacular Audemars Piguet, Richard Mille, Patek Philippe and TAG Heuer boutiques, all run by Seddiqui.

Rolex's store occupies 9,150 square feet of retail space over three levels with an entire floor dedicated to the history of the brand, and other areas mixing displays with more intimate areas for private consultations.

The exterior is just as impressive, with its three storey façade protected by a vast bronze-coloured structure that takes its designs from the famous crimped bezel of Rolex's DayDate and Date-Just models.



GREATEST SHOWROOMS 2023 | MONOBRAND WATCHES







# *Citizen Watch Company*

## TOKYO, JAPAN

**C**itizen Watch Company celebrated its new stature as a multi-brand power player in 2017 with the opening of a flagship showroom in Tokyo carrying the full line-up of watches from Alpina, Arnold & Son, Bulova, Campanola, Frederique Constant and, of course, Citizen.

Located in the prestigious Ginza shopping district, the 3,230 square foot store has the air, space and brightness of Apple Stores, and is staffed by experts

including on-site watchmakers. It also takes a leaf out of the book of luxury players by combining hospitality with retail. There are quiet lounges for intimate consultations, and a bar for more breezy conversations.

Citizen says the flagship store aims to be a base for watch enthusiasts, where they can come together and learn about its brands while discovering and appreciating the beauty of its timepieces.





## Richard Mille

### LONDON, UK

**R**ichard Mille relocated its London flagship to the bottom end — and very much the more prestigious end — of Bond Street in the summer of 2019 with three times the space as its previous store in the capital. The 3,230 square foot showroom is spread over two floors, both using the same combination of dark wood parquet floors, cream carpets and wallpaper, and walls in black leather or fractured glass.

Not that customers tend to study the décor for long since they are immediately confronted by an enormous RM 008 Tourbillon

Chronograph etched into three laser engraved glass panels weighing more than 1,000 pounds. For something a little more intimate, there is an on-site watchmaker in a fishbowl workshop, or clients can head for a private consultation in a VIP lounge on the lower ground floor where they will also be able to draw from a well-stocked walk-in wine cellar and a humidor. Like everything in the Richard Mille universe, the showroom refuses to conform to the usual trip through cultural history adopted by many brands, but leans hard into the polished and refined future of retail and watchmaking.





## SevenFriday SHANGHAI, CHINA

In a city where epic scale and lavish interiors are everything, SevenFriday has taken a more person-centred approach for its Shanghai boutique. The business worked with London design agency BusbyWebb on the project, which opened in 2019.

James Coates, interiors director at BusbyWebb, says the team developed the idea around layering textures, exposing the skeletons of the current architecture to a refined industrial feel in-keeping with the SevenFriday brand.

The space is designed as a multi-functional social space where customers can immerse themselves with the brand or hang out at an in-store bar for coffee, beer or food.

SevenFriday owner Dan Niederer says it is important customers do not feel they are having product shoved in their faces. "The retail element is very subtle and incidental to our Space concept and design. We want people from all cultures to connect and exchange and to feel comfortable — to not feel scrutinised. The Spaces are for people to come together to spend quality time with friends and family," he describes.

SevenFriday Spaces are popping up all over the world, with local street artists, musicians, chefs and DJs regularly taking up residence or holding events that bring watch lovers and other creative communities together.



# Maurice Lacroix

## BANGKOK, THAILAND

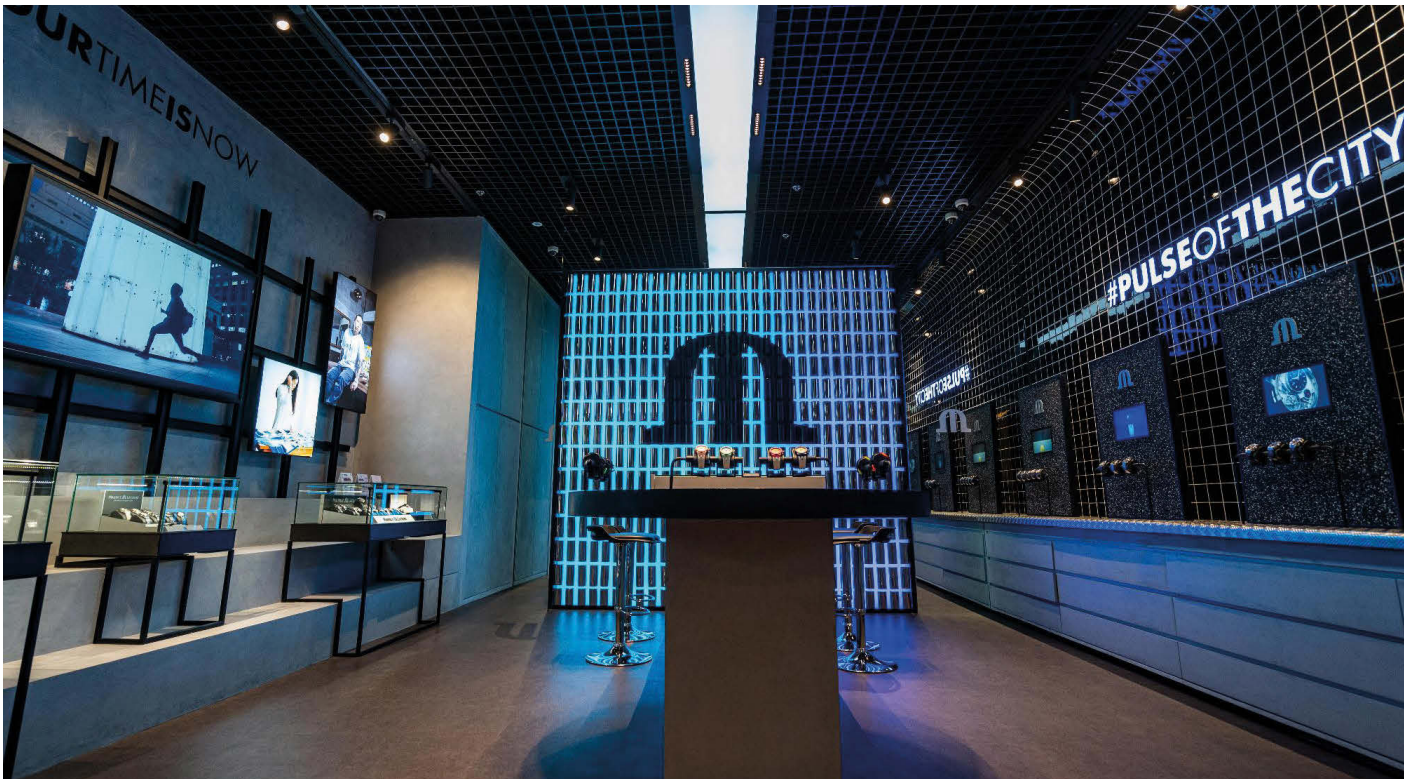
Maurice Lacroix has become one of those challenger watch brands that is cutting through thanks to the energy and expertise of its CEO Stéphane Waser, who took the reigns of a struggling company in 2014 and has been tirelessly building the business with a laser eye on detail and a consistent strategy of appealing to younger, perhaps first-time, watch buyers.

Its flagship boutique on Ratchaprasong Road in Bangkok, which opened in July 2022, is a perfect distillation of the plan in retail form. The showroom, and the watches it sells, adopt the same “Urban

Active Spirit”, which was also the tag line of an advertising campaign linking the pulse of the city with Maurice Lacroix’s millennial-friendly timepieces.

The industrial space has hi-tech lighting that can be bright enough to properly view the Aikons and other Maurice Lacroix collections and moody enough to create an atmosphere for events.

Digital and physical displays give customers the opportunity to try on limited editions with expert assistance or browse the entire Maurice Lacroix collection at their leisure.





# Grand Seiko

## PARIS, FRANCE



Grand Seiko only started selling its watches outside Japan around a decade ago. Already, it is almost treated as an honorary member of the Swiss watchmaking elite; winning horology awards at the GPHG and exhibiting at the exclusive Watches & Wonders in Geneva alongside Cartier, Rolex, Chopard and Patek Philippe. Adjacency, as all retailers know, is everything.

Grand Seiko is not afraid to mix it with the great jewellers of Europe either, having opened its biggest flagship in the world on the legendary Place Vendôme in Paris back in 2020.

Grand Seiko stuck to its Japanese roots for the design of its Paris showroom with a sleek, minimalist aesthetic that avoids any cliché nod to the Louis XIV architecture of La Place.

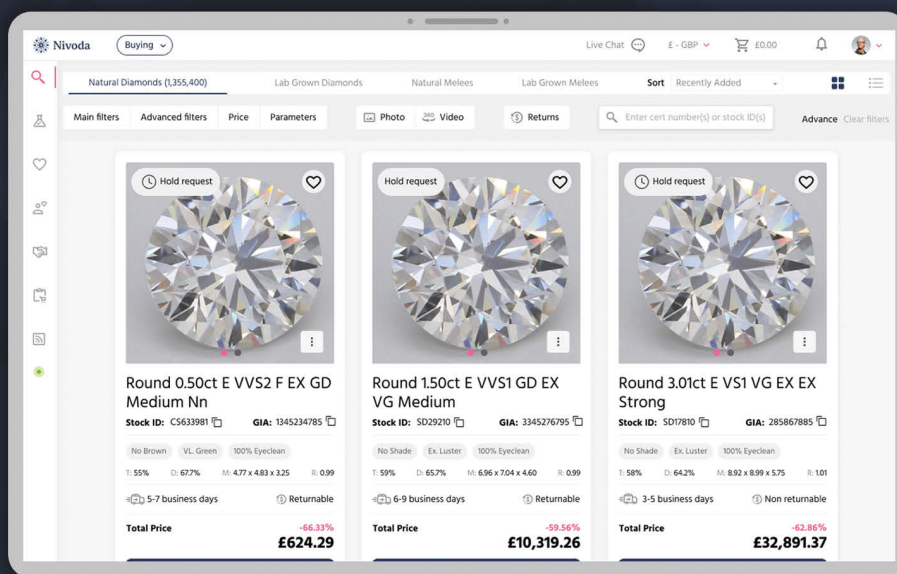
The double-fronted showroom is bijoux by Place Vendôme standards at 2,045 square feet of retail space over two floors. It was designed by Kengo Kuma, one of Japan's leading architects who infused it with Japanese form and functionality.

The design reflects the universal view of Grand Seiko, known as The Nature of Time. "I wanted to create a boutique where you could feel Japanese sensibility or Japanese culture. So, I focused first on the materials to be used that show the ultimate attention craftsmanship places on details," Mr Kuma says.





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In these times of social media and advertising allowing brands to showcase their style, values, and product to prospective clients 24/7, it has never been more important for physical retail spaces to deliver their image on the highstreet.

Monobrand boutiques are able to welcome clients using their familiar and distinctive branding, and then exceed the customer's expectations through lighting, layout, and product placement to ensure the visitor is both engaged and informed.

Rather than being overwhelmed by choice, customers can instead be guided through the options within their favoured brand knowing that all products on display offer the quality they desire, resulting in a comforting and cohesive shopping experience.

Careful store design, and the adoption of innovative technologies such as electronic locking, can enhance the buying experience for customers viewing multiple products whilst improving service and making the process of an important, and often emotional, purchase more satisfying.

In this way, Monobrand brands are able to offer a unique experience by welcoming the customer into their world and allowing them to view not only products, but the story that went into their making.

Elelock Systems Ltd are proud to sponsor this category having been fortunate enough to played a part of some many amazing stores around the world.'

Chrys Chrysostomou  
Managing Director, Elelock Systems

# *monobrand jewellery* SHOWROOMS

FOR THE FULL IMMERSIVE EXPERIENCE, THESE  
MONOBRAND BOUTIQUES ARE HARD TO BEAT









## Cartier PARIS, FRANCE

Cartier reopened its six storey flagship showroom in Paris just ahead of Christmas 2021 after a “reimagining” overseen by three separate teams of architects. The landmark store and spiritual home of Cartier at 13 Paix has 40 sales associates in 10 salons, plus a fully equipped workshop where 37 artisans create, service and restore jewellery, watches and art.

Enough about the numbers, this is a temple to the artistry of Cartier — past, present and future.

13 Paix is the birthplace of Cartier in Paris, the first address in the city for the business of Louis Cartier and his father Alfred back in 1899. Its refurbishment has been a project of Olympian complexity fused with Cartier creativity and then distilled down into a single building that reveals itself, as all great plays do, in three acts.

Entering from 13 Rue de la Paix, visitors are greeted by a concierge who will guide them to their destination. The ground floor space is designed to draw people to the back of the boutique where there is an inner courtyard taking natural light all the way from the roof of the building and showing off the interior detail and balconies of the upper floors.

The ground, first and second floors are dedicated to retail lounges where customers can browse Cartier’s watches and jewellery or take private consultations in a number of discreet spaces. The floors were overseen by the Moinard Bétaille agency, which has been designing and fitting out Cartier boutiques for over twenty years.

Small salons offer privacy and time to appreciate some priceless Cartier objects such as Jean Cocteau’s sword, produced in 1955, set with emerald, ruby, diamond, ivory, onyx, enamel, gold and silver, which is found in a deep blue wood-panelled Jean Cocteau Salon. Another is the Louis Cartier Salon, which houses a collection of rare books and archives.

Up a sweeping staircase, the first floor is dedicated to bridal jewellery and the second is devoted to Cartier’s haute jewellery.

From the third floor up to the fifth, Cartier has created a living museum celebrating the maison’s spirit, art and heritage; a place where visitors can mix with artisans working within the space. Architects Laurène Barbier Tandrew and Romain Jourdain from Studioparisien, oversaw this refurbishment, giving it a more contemporary feel with soft furnishings and a blend of open and more intimate spaces.

The ultimate invitation will be to the fifth floor residence, where Laura Gonzalez has designed and created a living space with a reception, dining room, salon, large kitchen and a winter garden designed by Bruno Moinard that is open to the Parisian air.



# Bulgari

## NEW YORK, USA

When Bulgari renewed the lease on its Fifth Avenue store in 2015, it set a new real estate record for New York by paying a reported \$5,000 per square foot. And the spending didn't stop there.

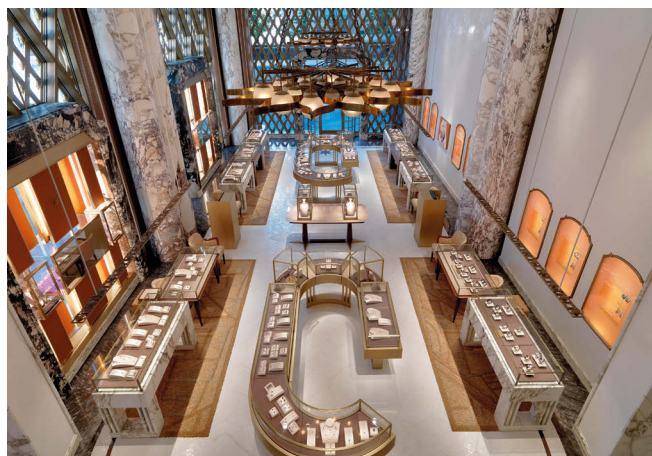
To mark 40 years in the city, Bulgari called in its architect of choice, Peter Marino, to reimagine the space with a full refurbishment that would be completed in 2017. His brief was to bring Rome to New York, and he has done so by mirroring many of the elements of the jeweller's Roman flagship on via Condotti, including a reproduction of its iconic 1930s entrance, and drawing on a palate of gold and apricot inspired by sunshine of southern Italy.

The gold was particularly significant in 2022, because Bulgari celebrated its 50th anniversary since first opening in New York.

While the original Condotti fascia is almost minimal in its chic use of neutral stonemasonry and marble window frames, New York is aggressive in its adornment. The exterior is caged in metal mesh inspired by the clasp of a 1930s bracelet. Each intersection is marked by floral Rosetta motifs fitted with 1,800 individually operated lights that can be used to create visual effects.

Visitors who cross the threshold will find themselves transported, by way of a star-patterned white Lasa marble mosaic floor, to a bright central promenade that is a gateway to a series of smaller, more intimate spaces. Each pays homage to Italian culture and the brand's glamorous history, including a VIP area on the mezzanine inspired by the salon in Condotti named after Bulgari superfan Elizabeth Taylor. To reach this exclusive space, one must ascend a spectacular marble staircase surrounded by yet more intricate metalwork, this time inspired by the Pantheon of ancient Rome.

Every lavish element has been meticulously chosen to build an immersive Bulgari experience. As Marino says: "There is nothing in this store that is anything but the feeling that life is great, life is good... this is literally la dolce vita."









# Boucheron

## PARIS, FRANCE

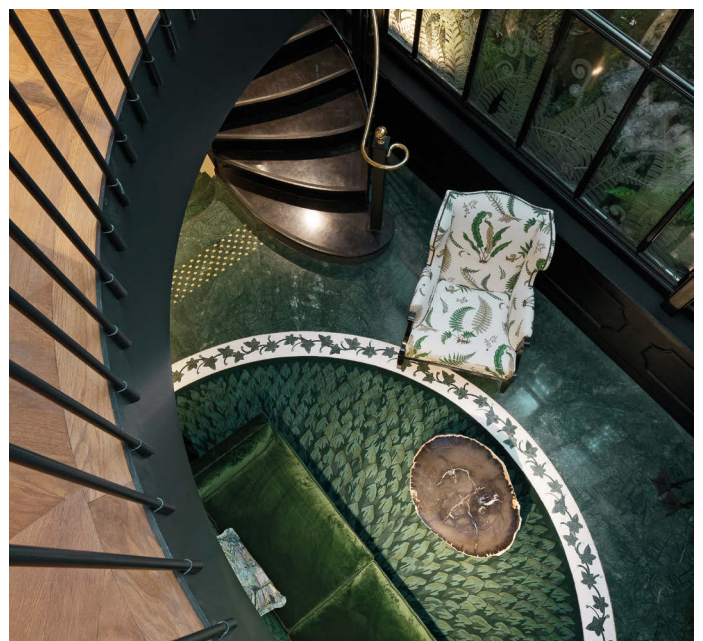
**B**oucheron's Christmas campaign for 2022 was all about Walking in a Boucheron Wonderland, with model Alexa Chung marvelling at the brand's exquisite jewellery and watches in front of Paris's legendary Place Vendôme. The location is special to the jeweller, which began life in Paris in 1858, and was among the first to open a boutique on le Place in 1893 within the Hôtel de Nocé. Boucheron completed a spectacular refurbishment of its flagship in 2018, and relaunched with a star-studded party attended by Salma Hayek, Laetitia Casta, Gong Li, Uma Thurman, Catherine Deneuve, and Laurent Lafitte.

Customers enter the Grand Salon on the ground floor, where Louis XV-style walnut panelling is lit up by a rock crystal chandelier designed by Pierre-Yves Rochon and crafted by Tisserant. There are nooks, alcoves

and rooms with descriptive names like the Winter Garden and Chinese Study for quite consultations.

Looking down on the ground floor is a small mezzanine dedicated to timepieces, most of which are as decorative as the fine jewellery on show. Up again and the Salon des Lumières is one of the showrooms brightest rooms, thanks to its vast windows that also offer fantastic views the Place Vendôme, as does the Salon des Fiancés bridal suite.

Crowning the experience is the le 26v on the third floor, an apartment where Boucheron guests can stay, relax or enjoy a drink with eyes drifting over rooftops of Paris. There's a nature-inspired dining room leading into to a water-themed living room. There is even a bedroom with ensuite bathroom where guests can recline with views of the Eiffel Tower from the bathtub.









# Chopard

## NEW YORK, USA

**M**adison was never quite right for Chopard's New York flagship, so when the opportunity arose to relocate to the Crown Building on the corner of 57th Street and 5th Avenue, the legendary jeweller and watchmaker jumped at the chance.

The Crown Building, which first opened in 1921, is in a super-prime position, a block from Central Park, opposite Trump Tower and neighbouring the likes of Prada, Bergdorf Goodman, Tiffany, Bulgari and Louis Vuitton. It gets its name from an ornately decorated spire at the top of its 26-story, 416 foot mixed-use skyscraper and was designed by architects Warren and Wetmore, who also conceived the iconic Grand Central Terminal railway station in New York.

A building completed in the Roaring Twenties was always going to have a decadent air, and the interior's Art Deco style has been embraced by Chopard.

The ground floor, presenting Chopard's jewellery and watch collections, is filled with natural light bouncing between a dark grey and white Italian marble floor and a high ceiling adorned with magnolia Murano glass tree leaves.

Four openings on the walls frame a cascading installation of more Murano glass leaves in spring, summer, autumn and winter hues — a nod to Central Park's magnolia trees in the changing seasons. Brass details and velvet-covered custom-made walnut furniture bring the spirit of the 1920s to the space while walls, decorated with a regularly changing display of contemporary art, will bring in the 21st century.

The lower ground floor has a more masculine feel, and might be one of the most opulent Speakeasies in Manhattan. In fact, it is a Gentlemen's Lounge for watches, which will act as a space for presenting Chopard's newest collections.









# Jessica McCormack

## LONDON, UK



Jessica McCormack is a jeweller known for going against the grain, setting modern diamond cuts in Edwardian-inspired blackened settings and catering for a fashion-forward clientele. This blending of old and new is very much an art form, and her Mayfair store, known as the Townhouse, is a visual testament to this. The walls are filled with original artworks and every nook is occupied by an antique or curiosity, creating an environment that immerses visitors in the designer's universe.

Located at 7 Carlos Place, the Townhouse feels more in tune with the relaxed luxury of the Connaught Hotel opposite than the formality of nearby Bond Street's jewellery stores. The choice of location, away from that famous shopping thoroughfare, was intentional to mark the brand out as a disrupter in diamonds.

The store itself is an experiential one, consisting of a workshop in the basement and a library on its first floor where shoppers can browse its jewels. The Love Beyond bridal jewellery space was added in 2021, transforming what had been a private office into a showcase for Jessica McCormack engagement rings and commitment jewels.

The creative building also doubles up as an event space, with the brand regularly using it to host private events for clients, VIPs and press.







## *Pandora* NOTTINGHAM, UK

Nottingham, in the heart of England, may not have been the obvious choice for one of Pandora's largest showrooms in the world, but the 1,420 square foot store in the city's Victoria Shopping Centre is proof that bigger is better, particularly when refurbished with the Danish jeweller's Evoke design concept.

Pandora is all about a little luxurious treat as often as possible, and its stores are designed to appeal to its young collectors. Convenience and accessibility are central to the mission, so the Nottingham location has services like virtual queuing, mobile point of sale and click & collect.

The concept — described as modern, classy and fabulous — aims to encourage customers to interact with more product, see them displayed better and encourage them towards that all important and efficient transaction.







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For the bigger genre defining ideas, we also offer bespoke design services from concept to delivery.

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We like to think that our expertise is at the service of our clients' creativity.

We provide the tools and guidance they need to bring their vision to life and as a result we have worked with a particularly diverse portfolio of clients, spanning across a multitude of industries and countries.

# *new & refurbished* SHOWROOMS

SOME FOCUS ON EXCLUSIVITY, OTHERS ON ACCESSABILITY. ALL THESE NEW STORES AND MAJOR REFINISHMENTS HAVE ONE AIM IN COMMON: TURNING WATCH SHOPPING INTO AN EXPERIENCE









## Chanel PARIS, FRANCE

**T**he Chanel watch and jewellery flagship boutique on Place Vendôme, a few doors down from the Ritz Paris where Coco Chanel kept a suite for 34 years, has been a home for the brand since 1990.

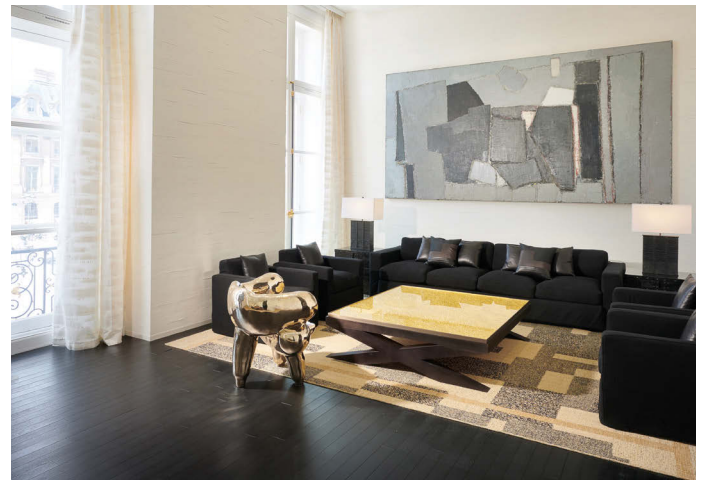
In May 2022, the store was reopened following a refurbishment that doubled the size of its retail space. It was timed to coincide with the 90th anniversary of Bijoux de Diamants, the only fine jewellery collection designed by Coco herself.

This latest reimagining of Chanel's flagship boutique is the second to be overseen by architect Peter Marino. He first took charge of the famous store's look in 2007.

Marino's impressive knowledge of Chanel's history has been the driving force behind his vision for the building, and it is a love letter to the French house and its pioneering founder.

The mansion, as the brand calls it, now spans almost 11,000 square feet, with a palette that plays on the signature colours of Chanel: white, gold, black and beige. The most elaborate decor is found on the ground floor, which boasts walls gilded with gold leaf. Here, shoppers can view the fine and high jewellery collections.

As you move through the boutique, which is a warren of intimate spaces, the design gets simpler. A darkened exhibition-style room showcases the No.5 high jewellery necklace created in 2021 to celebrate 100 years of the iconic perfume, while Salon Vendôme, a consultation space on the second floor, is almost entirely white and filled with natural light.





# TimeVallée

## LUCERNE, SWITZERLAND

**R**ichemont opened its first TimeVallée multibrand flagship store in Switzerland in 2022, a showroom in Lucerne run in partnership with venerable Swiss jeweller and watch retailer Gübelin. There are now 30 TimeVallée showrooms, mostly in China. Until the Lucerne opening, Barcelona was the only city in Europe with a store.

TimeVallée was launched by Richemont in 2014 as a luxury multibrand showroom concept offering watches and jewellery from the group's maisons and competitors including Rolex, Tudor and LVMH brands Hublot, Zenith and TAG Heuer.

Richemont is clearly committed to making TimeVallée one of the strongest multibrand retail chains in the world, and is creative in its approach. The roll out in Asia has proved the business and design concept, and now it is being adapted for destinations including airports and even a first cruise ship.

The new TimeVallée in Lucerne, which is effectively its European flagship, has almost 11,000 square feet of retail space dedicated to 23 brands, and adopts the model of other showrooms with Richemont watch maisons represented alongside brands from outside the group including LVMH's TAG Heuer and Kering's Gucci.

The style is open, bright and modern, with branded areas conforming more to the TimeVallée aesthetic than the corporate colours and design of watchmakers' shop in shops.

Across the global network, TimeVallée showrooms offer A. Lange & Söhne, Baume & Mercier, Buccellati, Bulgari, Carl. F. Bucherer, Cartier, Chanel, Chaumet, Chopard, Corum, Franck Muller, Girard Perregaux, Glashütte, Gübelin, Gucci, Hermès, Hublot, IWC, Jaeger-LeCoultre, Montblanc, Oris, Panerai, Parmigiani, Piaget, Roger Dubuis, Rolex, TAG Heuer, Titoni, Tudor, Vacheron Constantin and Zenith.

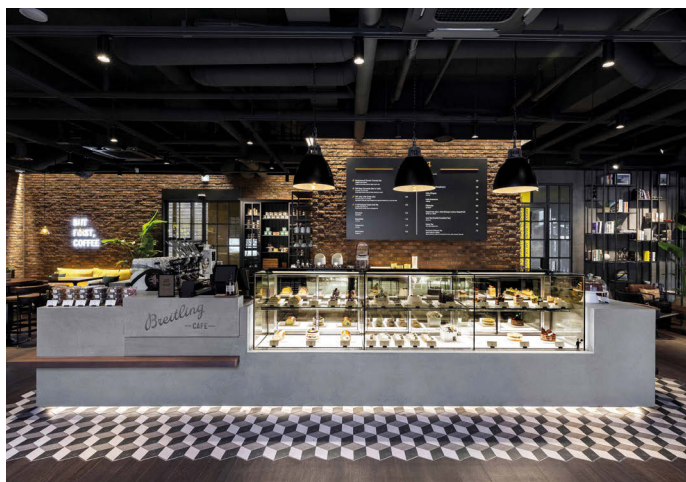
Richemont is playing its cards close to its chest, but expect showrooms to open in the United States and other European countries in the coming years.















## Breitling SEOUL, SOUTH KOREA

**S**et in the fashionable Hannam district of Seoul, South Korea, the watch brand's newest flagship opened in March 2022 with a street-level Breitling Café and its first-ever restaurant, Breitling Kitchen upstairs.

The 8,000 square foot store occupies two floors, and its mixture of hospitality and retail sets a new direction for Breitling. "It's the complete Breitling experience under one roof," says Breitling CEO Georges Kern. "This new flagship is unlike anything you've ever seen in watch retail. From the moment you step in, you'll recognize the relaxed, industrial-loft-inspired atmosphere that says everything about our casual, inclusive, and sustainable approach to luxury."

Breitling says the showroom offers a hint at what to expect from the business as a leader in the neo-luxury space, with hospitality becoming an increasingly important part of the brand footprint.

Hannam has the signature design elements Breitling is incorporating into all of its flagships and boutiques around the world, most of which are run in partnership with authorised dealers.

It is decorated like a luxury modern loft apartment with decorative objects including aviation equipment, surf boards, and vintage motorcycles. This is part of Breitling's push to become more of a lifestyle brand, and the Hannam showroom even offers a variety of branded goods including hats and jackets alongside its watch collections.

There is a Breitling Café on the ground floor and a Breitling Kitchen occupying the entire first floor if a customer wants a more substantial meal amid horological references linked to Breitling's three product line pillars: watches for air, land and sea.







## *Panerai* GENEVA, SWITZERLAND

Panerai unveiled a completely new style of flagship store in 2022 that will be a template for boutiques around the world. The concept has been given the description of *Modularità Espressiva* (modular expression) as it blends Italian design with physical and digital features. It is first being used in Panerai's Geneva showroom on Rue du Rhône.

Panerai's luminous green wall clock is the first thing customers see as they enter the industrial-Art-Deco-style store along with a large video

wall for product presentations. TV screens and touchscreen monitors are also used to display details and back stories while watches are secured and presented in the open so that people can touch them.

The Geneva store takes up two storeys, with the upper floor dominated by an art deco bar and a large lounge for events and socialising.

Look out for an even bigger Panerai showroom opening in 2023 in the heart of Manhattan.









## WatchBox NEW YORK, USA

Collectible watch specialist WatchBox worked with Andre Mellone's acclaimed Studio Mellone on its first physical consultation space in the United States on Madison in Manhattan.

The space is used by collectors to buy, sell and learn more about their passion in an environment with the feel of a luxury hotel staffed by collectible watch experts.

"Old concepts of retail, residential, and hospitality are all merging into one. Stores look like homes; homes look like hotels ... it's all about warmth and excitement and appreciation for design," Mr Mellone says.

His studio took inspiration for the New York lounge from classic James Bond themes, delivering a cool, un-self-conscious, playful space that is impactful and exciting, but also comfortable and with staying power.

WatchBox is located in a 5,000 square foot space on the fourth floor of the Fuller Building at 57th Street and Madison Avenue in Midtown, Manhattan.

The lounge merges event space with private showrooms, a boardroom, video and digital media studios, and a hands-on "watch lab," where visitors can examine, learn, and work with WatchBox's advisory team as they explore the company's watch collections.





# WATCHPRO

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# Audemars Piguet

## NEW YORK, USA

America's first AP House opened in the spring of 2022 in Manhattan's Meatpacking District. It is the thirteenth AP House in the world, joining a network comprising Bangkok, Barcelona, Hong Kong, London, Madrid, Milan, Munich, Shanghai, St. Barths, Tel Aviv, Tokyo and Zurich.

AP Houses started opening three years' ago. It is Audemars Piguet's concept for how watches are sold in private luxury suites instead of stores. Every AP House is different as they aim to draw on the atmosphere and history of each location.

Instead of street level retail, conversations with customers take place by appointment in private lounges and hotel-style entertainment spaces.

In New York, the space is on the second floor of a 19th century building in the Meat Packing District and is designed to show how Audemars Piguet "embraces modernity while honouring the brand's legacy".

The AP House in New York occupies 5,100 square feet inside and an additional 2,800 square feet on a terrace. It has a gallery space displaying Audemars Piguet's current timepieces including a selection of Royal Oak 50th Anniversary references. There is also a heritage room where clients can see historical timepieces representing milestones of the brand's history.







## *Wempe* COLOGNE, GERMANY

Which of Wempe's worldwide network of 34 showrooms — 26 in Germany, alone — to go for? Berlin is considered the flagship, but the opening early in 2022 of a mega boutique at the gateway of Cologne's Am Hof 2 shopping district is a statement for its design, scale and location.

At almost 10,000 square feet over three floors of an historic building, it is among the largest watch and jewellery stores in Germany. Rolex and Patek Philippe are the anchor brands, but there is also room for countrymen NOMOS Glashütte, A. Lange & Sohne, Glashütte Original and Junghans,

The exterior is majestic, with a honey-hued building towering over the corner space. Inside, the spaces are defined by the architecture, with muscular circular pillars punctuating broad open floors.

The showroom is a journey of discovery as the world's finest watches and precious jewellery are revealed over floors connected by strikingly sculptured staircases. Smaller consultation rooms are found throughout, and there is an inviting bar-cum-bridal suite for sparkling conversations.









# Chrono24

## BISHOP'S STORTFORD, UK

Shopping for second hand watches can be a frightening experience. Just watch the Adam Sandler movie *Uncut Gems* for a taste of the industry before it was gentrified by the likes of Watchfinder, WatchBox and Crown & Caliber.

British-based Xupes set out to take pre-owned trading to a new level of sophistication and pleasure by housing its operation in a converted farmyard barn in the middle of the countryside north of London and created an experience so special that national broadcaster Channel 4 made a fly on the wall documentary about its business last year.

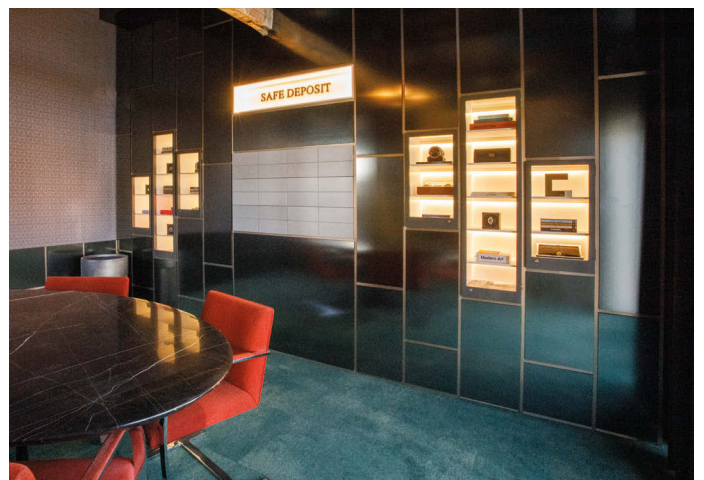
Filming for that docuseries ended just before Xupes was bought by Chrono24 and the business's move from one barn into a much larger one on the same estate.

The Barn by Chrono24, as the new premises is known, elevates buying and selling luxury pre-owned watches to a new standard by using the bones of the building to create relaxed spaces that use contemporary fixtures and furnishings in harmony with the former agricultural space.

Hospitality is at the heart of the business, with a lavish double-height reception area leading customers into more intimate spaces for consultations. There is also a bar and board room, plus The Watch Atelier, which is not owned by Chrono24, operates in the same building, and can handle all the servicing and refurbishment of watches.













# Polacheck's

## LOS ANGELES, USA

With a catchment area that includes Malibu and Pacific Palisades to the south and Thousand Oaks to the west, Polacheck's Jewelers is strategically placed to serve some of the most affluent communities in the Greater Los

Angeles area. The 100 year old family-owned business has just reopened a 6,000 square foot showroom with a new Rolex shop in shop plus a brand new Patek Philippe showroom — all part of Polacheck's within The Commons at Calabasas, an upmarket outdoor retail, dining and leisure destination.

The original plan was to expand and update the space devoted to Patek Philippe and Rolex, but the company's president Brent Polacheck soon realised that they would need to upgrade its shop-in-shops for Cartier, IWC and Tudor as well.

The Rolex shop-in-shop is sleek in its design but still warm and inviting. It has a dedicated private selling space with large glass and gold mesh doors with that provide subtle privacy and a quiet place to present watches in a personalised way.

The Patek Philippe space is elegant, bright and compliments the brand beautifully.

Reconfiguring and upgrading the showroom will continue into 2023 when an existing Rolex Service Centre will be moved to the second floor. This creates a larger modernised space for Polacheck's watchmakers that allows for future growth.

The vacated watchmaker's location on the ground floor will be transformed into a multi-use, private selling space for the very finest watches and jewellery. Breitling and Panerai areas, using the brands' latest design concepts, will also open early in 2023.





# IWC LONDON, UK

IWC has been experimenting with boutique designs in recent years. An engineered noir style was revealed in Zurich in 2020 that drew links between the watch brand and its IWC Racing Team partner.

That has been superseded with an altogether brighter and more vibrant concept first seen in 2022 within a converted power station on the banks of London's River Thames. The vast, red brick, Victorian Battersea Power Station reopened last year as a shopping mall at the centre of a massive regeneration zone and IWC took on a glass cube retail space in an area shared with a Watches of Switzerland multibrand showroom anchored by Rolex along with Omega, Breitling, Tudor and TAG Heuer boutiques.

The 2,150 square foot store invites customers to immerse themselves into the world of IWC. Watches are securely displayed without being locked in cabinets so customers can touch and try them on.

There are big screens showing IWC watchmaking through the years, and a bar serving a signature cocktail along with coffee and other drinks. The bar can transform into a watchmaking masterclass bench where people can try their hand at making a calibre 69 chronograph movement.





# PROFESSIONAL JEWELLER

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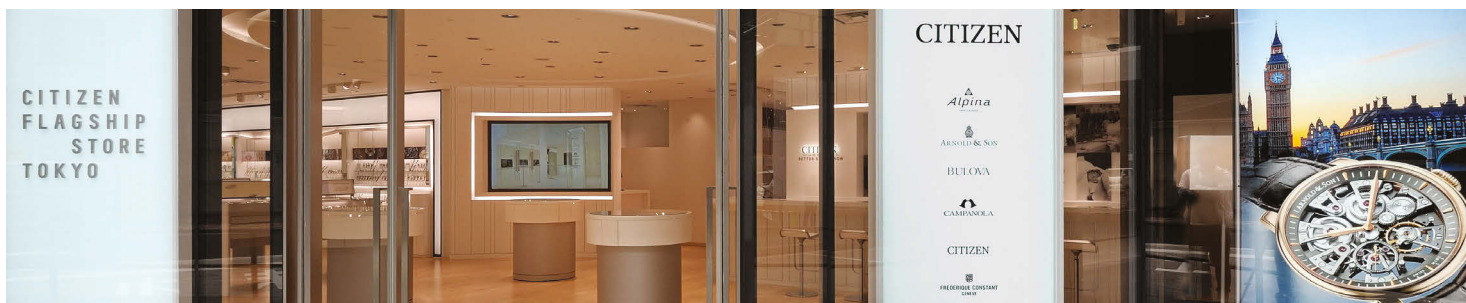




# CITIZEN

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