



Watches of Switzerland
Press Release
July 2014

Watches of Switzerland opens Europe's largest showroom devoted to luxury watches at 155 Regent Street

- *Magnificent 17,000ft² showroom opens at 155 Regent Street in Watches of Switzerland's 90th anniversary year*
- *Calibre Room on lower ground floor presents more than 20 of the world's finest luxury watch brands*
- *Unique Service Lounge concept gives customers direct access to watchmakers*
- *State-of-the-art interactive digital experience*

After much anticipation, Watches of Switzerland is proud to announce the opening of Watches of Switzerland, Regent Street, Europe's largest showroom devoted to luxury watches. Following an eight-month build, the incredible three-storey, 17,000ft² site will welcome its first customers on Saturday 12 July, 2014.

Inside the showroom there are a number of beautifully appointed brand boutiques, from long-standing Watches of Switzerland brand partners such as Rolex, Patek Philippe Omega, Blancpain, Longines and Cartier. The Patek Philippe boutique is the brand's first shop-in-shop boutique anywhere in the world, and also the only boutique in 155 Regent Street with its own VIP area. One of the highlights of 155 Regent Street will be the Calibre Room on the lower ground floor. Here, clients will be able to browse an exclusive selection of watches from more than 20 brands including Panerai, Chopard, TAG Heuer, Gucci, Chanel and Frederique Constant. Clients will be invited to discover Watches of Switzerland's Vintage collection, curated by in-house expert Owen Sheridan, who has over 30 years experience in the industry. At launch, the Vintage collection will include an extremely rare 'tropical dial' Rolex Paul Newman Daytona.

The Calibre Room is also where customers will find 155 Regent Street's Service Lounge, a dedicated area for restoring and servicing watches. This groundbreaking concept will bring customers face-to-face with Watches of Switzerland's in-house watchmakers, who will discuss a customer's needs with them and advise them on the best course of action for their watch. Watches of Switzerland, Regent Street will offer customers a unique digital experience. Interactive digital screens, including a breath-taking 12-foot

screen in the Calibre Room, are positioned around the showroom, and will take customers deeper into the fascinating world of luxury watches. The 155 Regent Street showroom will offer the most exceptional collection of luxury timepieces in the UK. Among those rare pieces appearing in the showroom this summer are IWC's Portuguese Sidérale Scaffusia, Roger Dubuis's Quatuor and Baume et Mercier's Clifton Flying Tourbillon. Watches of Switzerland, Regent Street will also be the first outlet in the UK to offer Rolex's new Cosmograph Daytona.

Consumer quote

Watches of Switzerland, Regent Street Showroom Director Damian Otwinowski said: *'Since it first opened for business 90 years ago, this is the most important day in the history of Watches of Switzerland. The new concept will revolutionise luxury watch retail not just in London, but also around the world. Our vision is to inspire, educate and entertain our customers and to give them an unforgettable watch-buying experience. No stone has been left unturned in ensuring we deliver on that promise.'*

Trade quote

Watches of Switzerland, Regent Street's Programme Director Richard Gerrard said: *'This incredible showroom at 155 Regent Street is the most evolved luxury watch retail concept anywhere in the world. We've designed it so that it offers the most luxurious experience imaginable, sourcing the finest materials from all over the world and working with brands to bring their latest boutique concepts to the showroom. We're extremely proud of how we've configured the showroom, taking into account Watches of Switzerland's diverse customer base, offering tailored experiences for our collector, aspirational and tourist clients. The opening is the culmination of X years of planning, development and hard work by an extremely talented group of people, and the beginning of a journey that will revolutionise the luxury watch retail landscape.'*

About Watches of Switzerland

Founded in 1924, Watches of Switzerland has been retailing the world's finest watches for 90 years. The company began trading as a mail-order business under the name G & M Lane on Ludgate Hill, and now has 15 showrooms in leading retail destinations across the UK, including London, Manchester, Glasgow and Cardiff. Watches of Switzerland has managed the Rolex boutique on Bond Street since 1978. Watches of Switzerland launched its renowned Pre-Owned service in 2003 and operates Pre-Owned boutiques in Reading and Glasgow. Watches of Switzerland offers customers a full suite of watch repairs and services. Watches of Switzerland is part of the Aurum Group, which includes Goldsmiths and Mappin & Webb, and is owned by Apollo Global Management.

ENDS