



Watches of Switzerland
Press Release
October 2015

Watches of Switzerland opens a luxury watch boutique on London's iconic Oxford Street

- *New 7,000 ft2 boutique at 439-441 Oxford Street, London W1*
- *State-of-the-art interactive digital experience*
- *VIP lounge for watch connoisseurs*
- *Boutique design follows the feel and ethos of 155 Regent Street*
- *Further store openings planned for Birmingham (November 2015) and Knightsbridge (2016)*

Watches of Switzerland is delighted to announce the opening of a new boutique on London's iconic Oxford Street in early October, 2015. The 7,000 ft2 boutique (650m2), designed by Callison, the renowned international architectural practice responsible for the Company's flagship boutique at 155 Regent Street, utilises the same design, ethos and materials as 155. The new store fully embraces the digital world. Clients visiting the store will be greeted by a multi-lingual, 98 inch interactive digital touch screen, showcasing Watches of Switzerland's award winning "Timewheel" - a digital and immersive tool in which the 21st Century consumer can learn about the technologies and craftsmanship that go into these exceptional timepieces. Luxury watch brands featured in the store include: Patek Philippe; Rolex; Cartier; IWC; Hublot; Zenith; Longines; Blancpain, Jaeger-LeCoultre, Bell & Ross, Chanel, NOMOS Glashütte; and vintage and pre-owned watches from the world's most sought after brands. The Rolex and Patek Philippe boutiques are located on the first floor.

The lower ground floor features a dedicated cinema equipped with a 98 inch 'High Definition' screen suitable for product launches which will broadcast on demand brand content. The space will also act as a customer service lounge; this will incorporate a viewing window into the watchmaker's room, a rare chance for clients to see a watchmaker at work.

The new boutique will include our renowned 'VIP Lounge' designed to appeal to the international traveller and watch connoisseur. Here, clients will be able to browse an exclusive selection of watches from a variety of brands in a discreet and dedicated space with the personal attention of our highly skilled and knowledgeable consultants.

This will be the third new Watches of Switzerland boutique to open this year following the boutique in Canary Wharf and Heathrow Terminal 5. Further openings are planned in Birmingham (November 2015) and Knightsbridge (2016). All our boutiques follow the design principles first seen at our flagship, at 155 Regent Street.

Consumer quote

Brian Duffy, Chief Executive of Aurum Holdings, owners of Watches of Switzerland, said:

“Watches of Switzerland continues to blaze a trail, setting new standards in the retail of luxury watches. Our ambition is to exceed customer expectations at every level and to combine the very best of interactive retail experience with service levels that can only be delivered face to face by the best retail teams in the business.”

Trade quote

Gillian Moore, General Manager of Watches of Switzerland, Oxford Street said:

“Oxford Street will deliver the ultimate luxury retail shopping experience at all levels. Our state of the art interactive shopping experience is the perfect showcase for the world’s most sought after luxury watch brands. Information, environment, service, execution and delivery – our goal is to exceed expectations at every level and to make all our customers feel very special and completely satisfied”

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. In July 2014 the Company opened Europe’s largest boutique devoted to luxury watches at 155 Regent Street, London. Watches of Switzerland offers customers a full suite of watch repairs and services.

Watches of Switzerland is part of the Aurum Group, which includes Mappin & Webb, Goldsmiths, boutique.Goldsmiths and Watchshop, and is owned by Apollo Global Management.

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