



Watches of Switzerland
Press Release
June 2016

Watches of Switzerland completes the ‘Golden Triangle’ with opening of luxurious Knightsbridge showroom

- *New showroom will house the UK’s largest Patek Philippe in-store boutique*
- *Rolex boutique and VIP area position the showroom at the forefront of global luxury watch retail*
- *Eight further branded areas; Cartier, Jaeger-LeCoultre, IWC, Panerai, Chopard, Breitling, Zenith, TAG Heuer and Longines*
- *New showroom replaces existing Watches of Switzerland location on the Brompton Road*

On June 27, Watches of Switzerland will open a three-storey, luxury watch showroom on Brompton Road in the heart of London’s Knightsbridge. The new showroom will be home to the the UK’s largest Patek Philippe in-store boutique as well as a Rolex boutique and an exclusive VIP area on the second floor where Watches of Switzerland’s growing cohort of high-net-worth clients will be able to view new collections at their leisure in private.

The new showroom was first announced in 2014 as part of Watches of Switzerland’s ‘Golden Triangle’ strategy, and completes a trio of world-class luxury watch destinations that also includes the retailer’s Regent Street and Oxford Street locations.

The showroom’s Patek Philippe boutique will stock by far the largest collection of Patek Philippe watches in Knightsbridge, with them guaranteeing that any watch available in its own salon will also be available through Watches of Switzerland, Knightsbridge. Watches of Switzerland and Patek Philippe are longstanding

partners and together continue to offer customers an unrivalled collection of watches made by the Genevan maison.

As well as the Patek Philippe and Rolex boutiques, the new showroom will have dedicated branded areas for Cartier, Jaeger-LeCoultre, IWC, Panerai, Chopard, Breitling, Zenith, TAG Heuer and Longines. The showroom will also become Knightsbridge’s leading Breitling stockist.

As part of its strategy to offer its customers the most memorable watch-buying experience possible, Watches of Switzerland is taking the opportunity provided by this landmark opening to expand its growing portfolio of luxury watch brands. The showroom will also introduce customers in the area to Clerc and L. Kendall.

Watches of Switzerland becomes the first UK retailer to bring Clerc to market. The independent, family-owned Swiss company specializes in men’s diver’s watches. Clerc is unusual among watchmakers in that it also partners with Sub Aviators Systems to produce personal luxury submersibles. The watch collection starts from

£4,700.

L. Kendall created the K1 watch taken by Captain Cook on his pioneering 18th century voyages. The watch, which came to be known by Cook as 'his trusted friend', now sits in The National Maritime Museum at Greenwich, London. The K2 found fame with Captain Bligh, who famously lost his ship in the Mutiny on the Bounty. The name L. Kendall is now revived in four collections and a series of watches inspired by seafaring. Each has been designed for collectors with a passion for British watchmaking heritage. L Kendall's worldwide launch will be exclusive

to Watches of Switzerland Knightsbridge for 3 months.

There will also be an area in the new showroom where customers will be invited to browse the latest collections from Bremont, NOMOS Glashütte and Ulysse Nardin. A collection of Mont Blanc watches and accessories completes the showroom's inspiring brand line-up.

Consumer Quote:

Brian Duffy, Watches of Switzerland's chief executive said: 'The opening of the Knightsbridge Watches of Switzerland showroom marks the conclusion of our Golden Triangle expansion project and the beginning of an exciting new era for both Watches of Switzerland and our unrivalled portfolio of luxury watch brand partners. With the Patek Philippe boutique, the Rolex boutique and its many branded areas, Watches of Switzerland, Knightsbridge will offer the area's diverse customer base a world-class watch-buying experience, presented by our expert consultants. This showroom becomes a global destination for watch lovers and consolidates Watches of Switzerland's position as the world's most forward-thinking, customer-focused luxury watch retailer.'

Watches of Switzerland

Founded in 1924, Watches of Switzerland has been retailing the world's finest watches for over 90 years.

The company began trading as a mail-order business under the name G & M Lane on London's 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, and in 1999 opened the UK's first Jaeger-LeCoultre boutique, also on Bond Street.

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, Mappin & Webb and boutique. Goldsmiths is owned by Apollo Global Management.

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