

## **Blancpain unveils a brand-new Boutique at the China World Mall in Beijing**

**Blancpain is proud to announce the official opening of its largest flagship store in Beijing, located at the prestigious China World Mall, one of the country's most thriving retail facilities.**

With its impressive 380sq.m two-story showroom, this brand-new boutique is ideally situated on the ground floor of the upscale "China World Mall" tower, adjacent to Beijing's central business district. This excellent exposure is further enhanced by the shop's unique architecture featuring a main entrance entirely made of glass, and directly accessible from the road. Blancpain is to date the only watch brand in the building to have a street-facing façade. Inside the mall, the store offers a second entry point featuring a design closely inspired by the brand's centuries-old "farmhouse" production facility in Le Brassus, a small village located in the Vallée de Joux, Switzerland.

Just as in all Blancpain boutiques around the world, visitors are invited to enter a true place of hospitality and to experience an immersion into the brand universe. The interior reflects the Manufacture's proud heritage and its commitment to the philosophy of "Innovation is Our Tradition".

Exhibited across two levels, Blancpain's watchmaking masterpieces and latest collections showcase the brand's technical expertise by highlighting the wide range of sophisticated and complicated in-house movements. This store also houses a customer service center enabling clients to have their watches serviced locally, while receiving product and maintenance advice tailored to their individual needs.

**Blancpain China World Mall Flagship Boutique**  
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