

Opening of the new Blancpain Boutique on Fifth Avenue in New York

Blancpain is proud to announce the official opening of its New York flagship, newly located at 697 Fifth Avenue, in the stretch of Midtown considered among the most emblematic and upscale shopping streets in the world.

Situated in a brand-new and expanded sales area, this is the first Blancpain Boutique in North America that features a customer service center offering clients the possibility of having their watches serviced locally and receiving one-on-one product and maintenance advice.

More than just a boutique, the impressive 375 sq.m space (i.e. 4,036 sq.ft) – extending over two floors – is a true place of hospitality and immersion in the brand universe. The invitingly warm atmosphere offers a comfortable seating area, a lounge bar area in an exclusive skylight-topped atrium, as well as a private VIP suite for those who desire a more intimate shopping experience.

The interior design concept reflects the Manufacture's proud heritage and its commitment to the expression "Innovation is Our Tradition". Crafted by a skilled cabinet-maker from the Vallée de Joux in Switzerland, the polished cherry woodwork and refined moldings evoke the authentic atmosphere of the workshops where Blancpain's master watchmakers practice their art. In addition, the pure and streamlined furniture as well as hexagonal displays lend a modern touch to the interior.

On entry, clients are greeted with a grand staircase that leads to the upper level where they can admire the brand's watchmaking icons and latest collections, such as the legendary Fifty Fathoms dive watches, the classic and refined Villeret Collection and the elegant Women timepieces.

Every detail has been carefully selected to enable visitors to discover and explore Blancpain's horological know-how perpetuated for more than 280 years, with the same passion for excellence, meticulous craftsmanship and technical innovation.

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