

IN-STORE

Jaeger-LeCoultre builds spaces for horological discovery with first Canadian boutiques

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Interior of Jaeger-LeCoultre Toronto boutique

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is extending its distribution with the opening of its first boutiques in Canada.

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Following growth in the United States, the timepiece manufacturer is seeking the neighbors to the north with stores in Vancouver and Toronto, bringing its North American direct-operated stores count to 11. Luxury brands are increasingly looking toward Canada, expanding their physical presence in key locations across the expansive country.

Opening doors

Jaeger-LeCoultre's Vancouver boutique is located on Albemarle Street, nearby to the Fairmont Hotel. Within the storefront, 883 square feet will be dedicated to showcasing watches from the manufacture.

Similarly, 646 square feet of Jaeger-LeCoultre's Toronto boutique will house a display of both iconic watches from the brand as well as new creations such as the Reverso, the Rendez-Vous, the Master, the Geophysic, the Duomtre and the Deep Sea collection. Located in the Yorkdale shopping center, this new boutique is in good company with Burberry, Gucci, Tiffany & Co., Moncler and more as neighbors.

Both of these boutiques are meant to provide a place for enthusiasts to meet with brand representatives and explore the brand's ever-present themes of creativity and innovation. Some areas provide spaces to relax in peace, while lounges are specifically designed for collectors.



Interior of Jaeger-LeCoultre boutique in Vancouver

Just last year, Jaeger-LeCoultre opened its first flagship boutique in New York in time for the last-minute holiday shopping rush.

Located at 701 Madison Avenue, this is the eighth store in the United States for the watchmaker. New York is an important retail presence for luxury brands to benefit from the foot traffic of both natives and tourists ([see story](#)).

Other Jaeger-LeCoultre stores in North America are Beverly Hills and Costa Mesa, CA; Boca Raton, Miami Design District, Palm Beach and Aventura, FL; Encore at the Wynn Las Vegas and The Forum Shops Las Vegas.

"Jaeger-LeCoultre has experienced rapid growth in the United States over the last few years, this is now the right time for us to bring the Manufacture to Canada by opening our first two Boutiques and complete our network of distribution. Vancouver represents a real opportunity for the Brand to radiate on the Pacific Rim and being exposed to a cosmopolitan clientele that aspires to discover and own beautiful objects. This international and cultural diversity is very prominent in Toronto as well and we believe in the growth potential for the luxury industry and for our business in particular" said Philippe Bonay, president of Jaeger-LeCoultre North America, in a brand statement.

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