

IN-STORE

Breguet opens Taiwan boutique's doors for VIP experience

March 15, 2016



Breguet's first Watch Appreciation Salon event

By STAFF REPORTS

Swatch's Breguet recently organized its First Watch Appreciation Salon to give Taiwanese consumers an intimate glimpse of its Swiss-made timepieces.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Held at the Breguet boutique in Taiwan's capital of Taipei, the watchmaker hosted an inclusive, invite-only event meant to showcase the brand's longstanding dedication to horological tradition. Hosting brand meet-and-greets for a select number of consumers can help instill a sense of exclusivity in a brand and help those unfamiliar with its offerings become better acquainted.

Exploring in Taipei

During the Watch Appreciation Salon event, Breguet included a seminar on horological tradition to teach its guests more about its dedication and brand mission.

To accommodate the 30 VIP guests who attended the two-day Salon event, Breguet reconfigured its Taipei boutique for private viewings. The rearranged store then included private meeting rooms decorated with polished paneling and floral compositions.

Guests in attendance were led by the chief editor of Revolution Taiwan, who took time to bring the VIPs through Breguet's history before the collection presentation was started. The event ended with consumers having the chance to view pieces up close to see the technical and styling specificities of Breguet timepieces.



Breguet display for the Watch Appreciation Salon in Taipei

The watchmaker shared images of the event in a gallery on its Facebook page to give those outside of Taipei a chance to see Breguet's first Watch Appreciation Salon. It is likely that Breguet will extend the Watch Appreciation Salon to other markets where fine timepieces are popular.

Recently, Breguet closed its partnered exhibition with the Legion of Honor Museum in San Francisco to present horologists in the Bay Area the opportunity to learn more about the brand's innovative works.

The exhibit, titled "Breguet: Art and Innovation in Watchmaking" opened in September 2015 at the California Palace at the Legion of Honor Museum, and closed on Jan. 10, 2016. On display was the Swatch-owned watchmaker's largest collection of antique timepieces ever shown to consumers in the Americas ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.