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Tag Heuer unveils retail updates in thriving Australian market

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Tag Heuer Sydney

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer is bringing its newly imagined retail concept to consumers down under after the redesign of its Sydney flagship.

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Tag Heuer selected its Pitt Street Mall location to debut its new retail design concept, bringing a new look and feel to its bricks-and-mortar presence. To ensure brand consistency across all stores and an understanding of the watchmaker's code and vision, Tag Heuer's concept was developed by its in-house design and architectural team in Switzerland.

Retail revamping

Tag Heuer's Pitt Street Mall boutique underscores the watchmaker's four areas of expression: sport, lifestyle, art and heritage.

Much of the design elements of the new retail concept drew inspiration from its triangular insignia, used in various scales on the exterior of the boutique. The vegetal design includes stylish lines, referring to watch mechanisms and evoking the concept of performance, innovation and the avant-garde spirit of the brand.

The Tag Heuer shield is also used on the boutique's interior. The store's decor includes monotonous shades of Tag Heuer's grays and blacks, which compliment a mix of stone.



Interior of Tag Heuer's Sydney boutique

"Continuing our residence in one of Australia's best shopping addresses with the world's first unveiling of Tag Heuer's new retail concept marks yet another milestone in the brand in Australia, especially given the presence of such immense local demand for what the brand offers," said Jean-Claude Biver, CEO of Tag Heuer and president of the LVMH Watch Division, in a statement.

"Australia constitutes one of Tag Heuer's largest and most dynamic markets," he said. "We have developed the brand in the region since the 1980s in a spectacular way, which today makes Tag Heuer the leading Swiss watch brand in the affordable luxury' timepiece category.

"Australia remains one of our top priority markets with further expansion to take place in the future."

Luxury retailing in Australia is projected to be a \$2.4 billion industry by 2019-20, according to a report by IBISWorld.

IBISWorld's "Luxury Retailing in Australia" report says the country's relatively stable economy has given its residents more disposable income, leading to more luxury purchases. Due to Australia's favorable market for luxury goods, many brands have aggressively expanded their operations in the region ([see story](#)).

For Tag Heuer this includes boutique openings in Melbourne's new luxury shopping district, St. Collins Street, in May and a Gold Coast flagship at the Pacific Fair retail precinct this coming November. Tag Heuer plans another boutique in Australia for early 2017 as well.