

JEWELRY

Blancpain makes room for hospitality in New York flagship

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Inside Blancpain's Fifth Avenue boutique. Image credit: Blancpain

By STAFF REPORTS

Swiss watchmaker Blancpain is expanding its selling space in New York with the opening of a new flagship on Fifth Avenue.

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The new 4,000-square-foot boutique, located at 697 Fifth Ave., is the brand's first store in the United States to offer a service center. As stores become more than just places of transaction, luxury brands have integrated elements of hospitality to encourage dwell time and customer engagement.

Selling and service

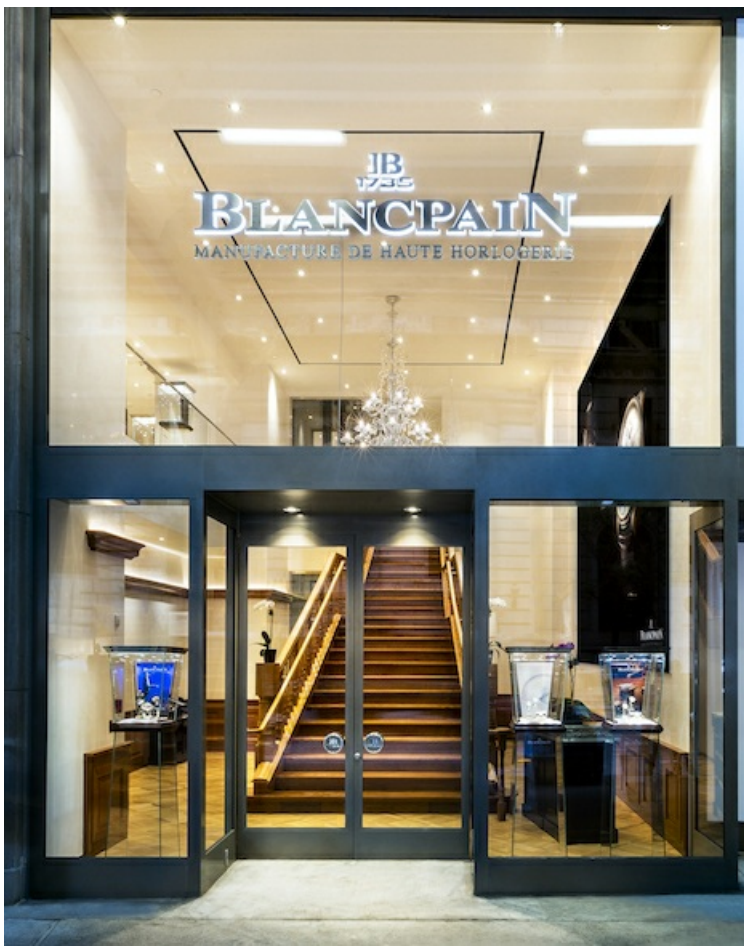
Located between 54th and 55th Streets, Blancpain's new store counts a bevy of luxury brands, including Valentino, as neighbors.

Blancpain's boutique features two floors, allowing areas for sales as well as hospitality, with a lounge bar, seating area and a private VIP suite.

The second floor features displays of the Swatch-owned brand's newest collections, including its Fifty Fathoms diving watches.

This boutique also includes a service center. In addition to being able to have their watches serviced locally, customers can visit the boutique for tips on maintenance and one-on-one product guidance.

The look and feel of the boutique was modeled after Blancpain's manufacture in Switzerland. Bringing a touch of its home country to the retail environment, cherry woodwork and moldings were crafted by a cabinet maker from Valle de Joux.



Outside Blancpain's New York flagship. Image credit: Blancpain

Over the course of a week, Blancpain hosted informal private events for press and brand friends to fete the opening, including a timepiece and tequila pairing with Robb Report.

Luxury brands tend to look at flagship stores as a brand showcase rather than just a place to sell.

Jeweler John Hardy recently opened its first U.S. flagship store in New York's SoHo neighborhood, taking another step in its transformation into a more omnichannel business.

The 1,200-square-foot boutique at 118 Prince St. features three levels of retail space, including a floor dedicated to an artisan workshop ([see story](#)).

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