

JEWELRY

## Zenith opens largest storefront by Swiss brand in Place Vendme

December 7, 2017



*Zenith held a VIP cocktail party to fete the pop-up opening. Image credit: Zenith*

By STAFF REPORTS

LVMH-owned watchmaker Zenith is demonstrating its Swiss savoir-faire in a recently opened point of sale in Paris' Place Vendme.

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

Zenith selected Place Vendme as the home for its pop-up due to the relationship the Parisian plaza has with high-jewelry and watchmaking, with many of its peers, such as Chaumet and Boucheron, operating flagships nearby. A pop-up strategy is an ideal method to for a brand to gain exposure in an immersive way.

### Footprints in Paris

The Place Vendme pop-up is meant to showcase Zenith's Swiss style and savoir-faire for affluent consumers living and visiting Paris.

Zenith's pop-up is the watchmaker's first standalone boutique in Paris aside from its shop-in-shop points of sale in department stores Le Bon March and Galeries Lafayette in addition to a number of authorized sellers such as BHV Paris and Printemps.

By opening a storefront Zenith puts itself in the company of fellow LVMH brands who also call Place Vendme home such as Chaumet, Fred, Louis Vuitton, Hublot and Bulgari.

Zenith's 160-square meter pop-up boutique is also the largest opened by a Swiss brand within Place Vendme. The interior of the boutique creates an atmosphere representative of Zenith's innovative and time-honored tradition.



*Zenith will display around 80 watches at its pop-up. Image credit: Zenith*

The Swiss watchmaker will occupy its Place Vendôme space for several months to illustrate its expertise for consumers. The pop-up will display about 80 timepieces, along with a preview of Zenith's upcoming 2018 releases and two location-specific Place Vendôme watches.

Zenith will also use the space to host a series of exclusive events such as gourmet dinners, workshops and special experiences to explore the brand's universe.

Earlier this year, Zenith began a brand "renewal" under a new chief executive, Julien Tornare.

Mr. Tornare, began his role at Zenith on May 1, and reports to Jean-Claude Biver, president of LVMH's watch division and president of Zenith's board of directors. Mr. Tornare comes to Zenith from Vacheron Constantin, where he had served as managing director of Asia-Pacific until April ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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