

JEWELRY

Bucherer expands US footprint with Baron & Leeds

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Baron & Leeds operates a number of Rolex boutiques. Image credit: Baron & Leeds

By STAFF REPORTS

Torneau's parent company Bucherer USA has acquired luxury jewelry retailer Baron & Leeds.

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Baron & Leeds operates boutiques in California and Hawaii, selling brands such as Rolex, Mikimoto and Patek Philippe. With this acquisition, Bucherer Group is planning to bolster growth at Torneau.

"The acquisition of one of the country's leading retailers of fine watches and jewelry represents an important step forward in the continued growth of Torneau," said Ira Melnitsky, CEO of Torneau, in a statement. "We are proud to be able to expand our customer relationships in both California and Hawaii.

"Baron & Leeds has always shared our passion for exceptional products and unparalleled customer service and we are excited to welcome all of their employees to our team," he said.

US addition

Baron & Leeds was founded in 2002. The company has two Rolex boutiques in South Coast Plaza in Costa Mesa, CA.

The retailer also operates a Rolex boutique in Honolulu's International Market Place. Its Hawaiian retail presence also includes Baron & Leeds stores in Maui at Whalers Village in Lahaina and The Shops at Wailea.



Baron & Leeds store. Image credit: Baron & Leeds

Terms of the deal were not disclosed.

Bucherer Group acquired Torneau in January. Dating back to 1900, Torneau has the largest footprint of any watchmaker in the United States.

With these additions to its portfolio, Bucherer is looking to extend its global footprint.

"We take great pride in partnering with companies who complement and align with our quest for perfection, warm hospitality and constantly aspire to delight customers with fascinating brands and products," said Guido Zumbhl, CEO of the Bucherer Group, in a statement. "Baron & Leeds meets all of these criteria and we are excited to welcome them to the Bucherer family."

After a downward decline the last few years, the Swiss watch industry had its long awaited bounce back with a strong June.

Compared to June 2017, the industry has seen an 11.8 percent growth, exceeding 10 billion francs, about even to U.S. dollars at current exchange, in the first half. This is the strongest first half it has seen in the last six years.

The United States supported growth for the industry, with a 9.1 percent increase in shipments to the country ([see story](#)).

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