

RETAIL

Richemont offers Hudson Yards shoppers a 3D look inside brands

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Exterior of The Shops & Restaurants at Hudson Yards. Image courtesy of Related Companies

By STAFF REPORTS

Luxury conglomerate Richemont is helping visitors to the immersive Shops and Restaurants at Hudson Yards step into its brands with a special installation.

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Brands such as Cartier, IWC, Jaeger-LeCoultre, Montblanc, Panerai, Piaget, Vacheron Constantin and Van Cleef & Arpels are getting their stories told through a 3D experience in New York, dubbed "Arcadium." Open from July 12 to 25, Arcadium will host a series of events and tech demonstrations in addition to jewelry and watchmaking workshops.

Three-dimensional brand view

Arcadium will focus on immersive tech experiences in the jewelry and watchmaking world.

The expansive installation will be open from Monday to Thursday and Sunday 10 a.m. to 5 p.m. and Friday to Saturday 10 a.m. to 9 p.m. on the fourth floor of Hudson Yards in New York. Admission to the pop-up is free, but guests will need to book their spot in advance online.

[View this post on Instagram](#)

Come experience AR and VR with the leaders in jewelry and watchmaking! Open for 2 weeks only! @cartier @piaget @vacheronconstantin @montblanc @jaegerlecoultre @iwcwatches_us @vancleefarpels @panerai

A post shared by Richemont (@arcadiumhy) on Jul 9, 2019 at 12:22pm PDT

Instagram post from Arcadium

Jewelry maker Van Cleef & Arpels stated that visitors will be able to uncover the world and history behind its Alhambra motif. Other brands will offer similar one-of-a-kind looks into their brand and heritage.

Artist Justin Teodoro has designed extensive illustrations for each brand with augmented reality touches.

The long-awaited Shops and Restaurants at Hudson Yards opened its doors on New York's West Side in March, ushering in a new era for luxury retail in the city.

Anchored by New York's first Neiman Marcus department store, the new retail destination is home to more than 100 stores across seven levels. The mixed-use space shows a commitment from developers and retailers alike to the value of high-quality in-store experiences ([see story](#)).

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