

WATCHES AND JEWELRY

Ulysse Nardin takes apart timepieces in SoHo pop-up

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Ulysse Nardin's pop-up at Watches of Switzerland. Image courtesy of Ulysse Nardin, photo by Watchionista/Liam O'Donnell

By STAFF REPORTS

Swiss watchmaker Ulysse Nardin is infusing the timepiece buying process with augmented and virtual reality through a pop-up at Watches of Switzerland in New York.

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The temporary outpost will be the first in the United States to use Leap Motion software, which will let consumers visualize the mechanics behind the brand's watches. The pop-up brings digital and physical experiences together in an exclusive retail partnership.

Inside look

Watches of Switzerland is situated on Green Street in New York's SoHo neighborhood. It was the first New York location for the brand.

Ulysse Nardin's shop-in-shop will be positioned on the first floor, nearby to the in-store library and bar.

The pop-up will feature the brand's Freak collection, Skeleton X watches and haute horlogerie pieces. Included among the selection is the Marine Mega Yacht, a \$310,000 timepiece modeled after the design of luxury sea vessels.

Within the boutique, consumers will be able to interact with the technology to study the design of Freak X watches. When they flick their wrist in front of a screen, the watch components split apart to reveal the inner workings.

"We are excited to bring Ulysse Nardin to life with this immersive pop-up," said Franois-Xavier Hotier, president of Ulysse Nardin Americas, in a statement. "Visitors will be able to engage with the brand in a way they haven't before and to enjoy our playful and disruptive digital experience."

"Watches of Switzerland SoHo is not only a store but also a true lifestyle space for watch enthusiasts," he said.



Ulysse Nardin's experience enables consumers to create their own x-ray image. Image courtesy of Ulysse Nardin, photo by Watchionista/Liam O'Donnell

The pop-up opened July 15, and will run through September.

"The decision to partner with Ulysses Nardin, a brand that is always pushing boundaries, was an easy one for us," said David Hurley, executive vice president of Watches of Switzerland Group USA, in a statement. "Our stores are known for providing an exceptional client experience, and the debut of this groundbreaking technology, along with an incredible selection of timepieces, will be a special treat for our clients and guests."

Ulysse Nardin has also expanded its U.S. retail presence through other partnerships. In June, the brand and luxury timepiece retailer Wempe U.S. entered an agreement for the former's products to be sold at the retailer.

Wempe will now feature Ulysse Nardin products, including all of its collections, limited-editions and even its most recent launch, the X collection. The partnership will cater to New Yorkers and travelers, taking place at its Manhattan store ([see story](#)).

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