

WATCHES AND JEWELRY

New popup in downtown Manhattan cements Hodinkee retail ties with Omega

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Interior of the Hodinkee popup in Manhattan's SoHo district selling and displaying Omega watches. Image courtesy of Hodinkee and Omega

By STAFF REPORTS

Hodinkee, a well-known media and retail platform for timepieces, has opened a popup shop in New York's SoHo district after being named an authorized retailer of the Swiss watch brand.

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The Hodinkee Shop, open for 10 days through Nov. 25, will sell new watches from Swatch-owned Omega, known for its appearance since 1995 in James Bond movies and for making it to the Moon on Neil Armstrong's wrist.

Time for new format

Hodinkee's popup with **Omega** is part of a growing trend by marketers to sample local markets and consumer bases before making a long-term commitment via ground or store leases or confirmed market entry.



The decor invites a languorous time. Image courtesy of Hodinkee and Omega

The Hodinkee-Omega shop will target hip downtown Manhattan crowds interested in Omega's Speedmasters, Seamasters, Constellations and DeVilles all curated for the local market.

Also on display will be museum pieces and other activations that allude to space travel.

Design played a key role in the popup.

Furniture and dcor is mostly Danish Modern and American Midcentury Modern, with a calming ambience that makes the watches a key focus.

An astronaut's outfit, clearly visible from the street, harks to Omega's association with space travel.



News space for watches. Image courtesy of Hodinkee and Omega

Since its launch into retail in 2012, **Hodinkee** has transformed from selling straps and small accessories to an authorized retailer of 10 watch brands.

Hodinkee marked its 10th anniversary since the company's launch by Ben Clymer via a partnership with Omega. So the two brands have forged deep ties.

THE TRANSITION from media brand catering to watch enthusiasts via online and print as well as podcasts to a retailer is one that few publications have made with success. It helps to serve a niche market with diehard fans, such as buyers of luxury watches.

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