

WATCHES AND JEWELRY

## LVMH, eyeing Middle East market, launches own watch week for four house brands

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*The LVMH Watch Week Jan. 13-15 in Dubai is the French group's first effort to promote its brands directly to the Middle Eastern market with its own event. Image credit: LVMH*

By STAFF REPORTS

LVMH Group will for the first time bring together its four watch brands for the LVMH Watch Week Dubai 2020 scheduled for Jan. 13-15 in the United Arab Emirates, a major center for buyers of timepieces.

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Bulgari, Hublot, Zenith and Tag Heuer will showcase their products at the inaugural LVMH Watch Week at the Bulgari Resort Dubai, which is the largest hotel in the Bulgari collection and located on Jumeirah Bay Island in Dubai.

"The event lets Bulgari, TaG Heuer, Hublot and Zenith combine their strengths to present new chronographs and iconic models for 2020 and offer members of the international media, their retail partners and customers a unique experience," said LVMH in a statement.

"This new event is at the same time a further illustration of the unrivaled sense of hospitality at LVMH maisons."

Watch out

LVMH owns Bulgari, a famed Italian jeweler that has also lent its name to watches and hotels.

The LVMH Watch Week model can be replicated in other markets, and also taken to other sectors within the French conglomerate's portfolio.

In a sense, this is LVMH's direct-to-consumer effort for its **watches**, a sector where it faces stalwarts Richemont, Rolex, Swatch Group and Patek Philippe.

THE EVENT is also a shot across the bow of major watch shows, especially in the region.

The Dubai Watch Week was held last November and attracted a fair amount of attention from watch lovers across all age groups and nationalities, given Dubai's status as a leading commercial hub ([see story](#)).

"LVMH Watch Week heightens the image of the group's watch brands and perfectly complements other major international watch shows," LVMH said.

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