

IN-STORE

Ulysse Nardin leverages new boutique to sell limited-edition timepieces

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By RACHEL LAMB

Swiss watchmaker Ulysse Nardin is stepping up its bricks-and-mortar presence with the second mono-brand boutique in the United States in the Aventura Mall in southern Florida that will sell a line of limited-edition timepieces.

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The brand chose Florida because it reflects the marine vibe of Ulysse Nardin and because it will likely attract local and traveling affluent consumers. The first flagship boutique is in Boca Raton, FL.

“Aventura was chosen so that we could place our brand in front of international tourists and travelers,” said Nelson Lucero, vice president of **Ulysse Nardin**, Boca Raton, FL. “[It is] another avenue to elevate our image of the brand and present our boutique exclusive collections.”

Boutique beauties

The Aventura Mall is in the town of the same name in Florida.

The boutique is 775 square feet that comprises 100 Ulysse Nardin timepieces, including three models from the Limited Edition Boutique Exclusive line.



Ulysse Nardin boutique

The limited-edition boutique line includes the Blue Toro, the Freak Diavolo Platinum, the Blue Executive Dual Time and the Boutique Diver.

The Blue Toro is a limited-edition chronometer with a self-winding perpetual calendar.

Ulysse Nardin aimed to draw consumers into branded stores through clever placement in American Express Publishing's Departures magazine email blasts that featured the Blue Toro ([see story](#)).



Departures email

The Freak Diavolo Platinum is an updated version of the original Freak model. It has unrivaled advancements in technology material and design including the use of silicium and power-reserve features, according to Ulysse Nardin.

Additionally, the Blue Executive Dual Time comprises a Dual Time system to instantly adjust the hour hand to a different time zone with a home-time indicator that continues a 24-hour cycle.

Another important aspect of the Ulysse Nardin boutique is that it will allow the brand to execute its custom personalization on a timepiece's serial number plate, adding a special and exclusive in-store experience.

Facetime

Ulysse Nardin only sells products in bricks-and-mortar locations, from its two boutiques or in 65 retailers in the United States.

In fact, Ulysse Nardin makes a special note on its Web site that discourages consumers from buying brand products online because they are not from authorized retailers or they

are counterfeit.

Therefore, it was likely a good call to expand the number of bricks-and-mortar locations so that customers have more opportunity to buy products.

This trend seems to be catching on, since a few luxury watchmakers have been expanding their bricks-and-mortar presence.

For example, watchmaker and retailer Tourneau attracted Christmastime shoppers in New York with a giant mistletoe ball in its concept store on Madison Avenue in Midtown Manhattan that just opened last summer ([see story](#)).

In addition, Russian jeweler Fabergé is expanding its bricks-and-mortar presence with the addition of two new boutiques in London and New York and a partnership with British department store Harrods ([see story](#)).

“The benefit of a bricks-and-mortar location is an opportunity to showcase our entire collection and emerge the consumer in the world of Ulysse Nardin,” Mr. Lucero said.

“It is a solid step in the market to solidify our presence in front of timepiece enthusiasts,” he said.

Final Take

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