

RETAIL

Bucherer upscales retail grounds, reopens Las Vegas flagship

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The company's flagship boutique has reopened in Las Vegas, adding luxury jewelry options, plus inventory from newly-acquired American watchmaker Tourneau, into the mix. Image courtesy of Bucherer

By LUXURY DAILY NEWS SERVICE

European watch and jewelry retailer Bucherer Group's latest project boasts a new milestone.

The company's flagship boutique has reopened in Las Vegas, this time around adding luxury jewelry options from its home brand, plus inventory from newly-acquired American watchmaker Tourneau, into the mix. The concept, called "Bucherer 1888 TimeDome" in reference to its founding year, renders Bucherer USA the owner and operator of the two largest watch and jewelry retail boutiques in the nation.

"We are incredibly excited to finally introduce the Bucherer 1888 brand to Las Vegas," said Guido Zumbhl, CEO of [Bucherer Group](#), in a statement.

"With millions of potential customers visiting the city each year and residents who appreciate the art of fine watchmaking and exquisite jewelry, Bucherer thus takes an important next step in strategically broadening its presence in one of the most important global watch and jewelry markets," Mr. Zumbhl said. "With Bucherer being a Swiss family company in the third generation, the new flagship store brings to life our heritage and values.

"We celebrate inspiration, passion, and hospitality in a very welcoming and luxurious yet relaxed atmosphere."

Domestic growth

After more than 18 months of renovation, the refreshed flagship marks a deeper integration of the Tourneau and Bucherer brands. Bucherer has eyed further expansion since purchasing the former back in 2018 ([see story](#)) the company's latest retail location reintroduces the Swiss maison in a key region for high-end horology.

Located in The Forum Shops at Caesars Palace in the destination desert city, the 18,848-square-foot space is titled after its central dome, which houses a large double staircase connecting two total floors.

The structure's palatial top level places an array of fine jewelry from labels such as Messika, Chanel and Rahaminov on display, Bucherer jewelry included a high jewelry assortment entitled Inner Fire commemorates the occasion. The bottom remains dedicated to timekeeping.

A 22-foot-tall exterior facade featuring twenty-one large glass panels greets guests.



The Forum Shops at Caesars Palace in Las Vegas hosts the renewed "Bucherer 1888 TimeDome" retail location. Image courtesy of Bucherer

Elements of craftsmanship are highlighted throughout the space, evidenced in detailing that reflects the products at hand a diamond-shaped lamella pattern splashes across the store's grand staircase and tile floor, for instance.

Placing various works throughout the space, the company also plans to provide year-round art programming to visitors. Comprised of jewels from the likes of Andy Warhol, David La Chapelle, Damien Hirst and Kaws, Art installations, Bucherer's most expensive showing to date will soon grace the space.

Interior effects were achieved with the help of Swiss watchmaker Rolex, for whom Bucherer Group plays stockist. In a nod to the collaboration, Rolex's signature green shade ornaments the walls of the very floor upon which its watches are sold.

Aside from those aforementioned, customers can additionally browse Breitling, Carl F., Cartier, Chanel, Omega, Tag and Tudor timepieces.

Bucherer's original TimeDome was included in the 2005 Guinness Book of Records as the largest retail watch store in the world. It is, today, 1,000 square feet bigger.

Still, to come, Bucherer is celebrating the opening with a multisensory timepiece curation called "Masterworks," to be launched across select flagship boutiques in the U.S. The horological presentation will showcase limited edition watches from heritage entities such as Girard Perregaux, H. Moser and Ulysse Nardin.