

JEWELRY

## Chopard opens new boutique in Shanghai

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The brand's new Shanghai boutique is stationed in the Qiantan Taikoo Li complex, joining a number of fellow luxury labels. Image courtesy of Chopard

By LUXURY DAILY NEWS SERVICE

Swiss jeweler **Chopard** is cutting the ribbon on its fifth retail location in the world's largest proper city.

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The brand's new Shanghai boutique is stationed in the Qiantan Taikoo Li complex, joining fellow luxury labels including Gucci, Loewe, Louis Vuitton and Prada. The shop showcases Chopard's jewelry and watches with aesthetics meant to appeal to local audiences first and foremost, per the brand.

### Eastern expansion

The opening represents a priority for the jeweler, as it expands operations in Asia-Pacific, landing within one of Shanghai's newest high-end shopping landmarks.

The complex, which launched in 2021, is home to nearly 1.24 million square feet of floor space. The Swiss company's grounds are a bit smaller in scope.

Aiming to give clients an intimate experience, the petite showroom overflows with a welcoming ambiance, per the brand. Textured wood trim, bright lighting, purple accented hues and distinct paneling highlight Chopard's products.

The storefront also features a VIP area for its customers to engage with the maison's craftsmanship in a more private setting.



*Chopard's petite showroom is adomed with jewelry, detailed paneling and purple accents. Image courtesy of Chopard*

Chopard opened the boutique's doors with a celebratory event attended by Chinese actress and brand ambassador Bai Lu, as well as executives from the brand and the general manager of its host shopping center.

British retailer Harrods is also opening an experiential retail space in Shanghai wherein later this year, the second floor of the city's historic Cha House will be transformed into a members-only retail clubhouse ([see story](#)).

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