

RETAIL

Breitling opens third New York City boutique in Meatpacking District

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Joining its flagship on Madison Avenue and World Trade Center bricks-and-mortar destinations, the brand's new boutique is now open. Image courtesy of Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling is debuting a new location in the Big Apple.

Joining its flagship on Madison Avenue and World Trade Center bricks-and-mortar destinations, the brand's new boutique is now open in New York City's Meatpacking District. With 3,740 square feet of floor space, the multilevel shop allows clients to explore collections created for land, air and sea and continues Breitling's global retail expansion efforts.

"Always putting the customer experience first, we are excited to take the values Breitling has become known for to the next level with our Meatpacking boutique," said Thierry Prissert, president of [Breitling USA](#), in a statement.

"This landmark downtown location will be a luxury space where customers can immerse themselves in the Breitling brand through an approachable, casual and inclusive environment."

Hospitality meets retail

Situated at 875 Washington Street in the famed Gansevoort Market area, the store combines retro and modern design concepts.

The updated interpretation of an NYC signature, reclaimed industrial lofts, provide a relaxed atmosphere without sacrificing sophistication, marrying luxury's inherent elevated nature with the immersive shopping experience that today's consumers are increasingly demanding.



Following a series of Meatpacking District flagship announcements and pop-ups on the part of various luxury brands like Italian fashion label Gucci, the watchmaker is moving in. Image courtesy of Breitling

Falling into place alongside other experiential offerings the label has recently been focusing on scaling its eatery, introducing operations in Geneva last month ([see story](#)) the boutique's top level is home to a barista and coffee station.

Additionally, its basement acts as a lounge, serving up drinks at a bar as guests are entertained by vintage video games. On this floor, a photography installation showcases core elements of the timepiece producer's identity.

Watch bars and private seating are integrated throughout, encouraging visitors to try the company's products on for size amid a venue that allows for each person to move at their own pace. The measures were taken in the interest of added comfort, according to a statement.

Breitling's latest stop marks its 36th in North America and is not the retailer's sole project. Soon, builds in Boston, New Orleans, Salt Lake City and Palo Alto will slot in on this list.

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