

JEWELRY

Audemars Piguet introduces experiential retail concept in Los Angeles

September 12, 2023



The AP House Los Angeles joins existing locations across Barcelona, Hong Kong, London, Munich, New York, Shanghai and St. Barts, among others. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet has opened its first AP House on the West Coast.

The experiential retail concept has set up shop in West Hollywood on the iconic Sunset Boulevard, marking Audemars Piguet's second entry in the U.S. Showcasing the work of celebrated interior designer Brigette Romanek and her studio, the meeting place aims to immerse guests in the haute horology label's world of fine manufacturing.

"AP House Los Angeles represents Audemars Piguet's celebration of creativity and craftsmanship at all levels, pairing the best of Le Brassus with the best of the West Coast," said Ginny Wright, CEO of the Americas at [Audemars Piguet](#), in a statement.

"With Brigette Romanek's expert vision, we have thoughtfully designed a beautiful sanctuary and full-scale watchmaking experience."

Showcasing design

Audemars Piguet's 6,500-square-foot penthouse spans indoor and outdoor spaces.

Located within a few miles of its Beverly Hills boutique, AP House Los Angeles's new site and the existing storefront are said to collectively offer "distinct avenues for brand discovery."

As for the property's interior design, Romanek Design Studio looked to the Swiss village of Le Brassus, home of the horology label, for inspiration.

The result is a layout that harkens back to the Valle de Joux region, melding the reference with Southern Californian styles. Materials prominently featured within the establishment include layered wood, velvet, mohair, colored glass and brass, making use of beige and green tones throughout.



Lounges dot the experiential retail opening. Image courtesy of Audemars Piguet

"In designing the AP House Los Angeles, we sought to embody Audemars Piguet and an undeniable commitment to luxury, through a distinctly Southern California lens," said Ms. Romanek, in a statement.

"We ultimately created a space that seamlessly represents the shared fun, beauty and DNA of Los Angeles and Audemars Piguet."

Ms. Romanek remains a well-known fixture of Los Angeles' interior design sphere, having worked for clients such as American actress and entrepreneur Gwyneth Paltrow and iconic American singer-songwriter Beyoncé, among others.

The concept behind the new opening was created in collaboration with Audemars Piguet's "most valued clients," according to the brand, as evidenced by opportunities for purchase.

A watchmaking studio is located on-site the feature is exclusive to American AP Houses with an artisan on staff to service any pieces a guest may own, the meticulous mechanical masterpieces inside each timepiece on display therein.



A collection of vinyl records is placed on display at AP House Los Angeles. Image courtesy of Audemars Piguet

Lounge spaces lined with watches from existing collections as well as contemporary art, including works sourced from those in the local scene, are stationed throughout the latest AP House location.

The option to relax and immerse oneself in a curated vinyl station, DJ booth and various instruments "hand-selected by the world's most renowned musicians" is available to all guests.

The maison's ties to melodic moments are highlighted in a recent collaboration with British American DJ, songwriter and record producer Mark Ronson ([see story](#)).

Opened Aug. 28, the location is available on Monday through Saturday from 11 a.m. to 6 p.m. and on Sunday from noon to 5 p.m.

Visitation is by appointment only; accommodations can be scheduled in advance via phone or email.