

JEWELRY

Jaeger-LeCoultre opens first Munich-based boutique

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The two-floor retail store focuses on the watchmaker's heritage and expertise. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Jaeger-LeCoultre** is flagging the arrival of Germany's first and only official brand boutique.

Retail partners are no longer the only outlets available to clients based in Munich as of November 2023, the maison is open for business in the city. Surpassing 2,100 square feet in size, visitors can now browse new collections, enjoy on-site customization services and partake in VIP consults within Jaeger-LeCoultre's sales space.

New digs

Spanning two floors of a historic building, the luxury shopping site opts to follow a showroom layout. Product cases on the central ground floor display current timepieces.

Meanwhile, an interactive installation dubbed the "Manufacture Wall" gives guests an up-close look at the heritage know-how of the house, highlighting 180 different watchmaking skills, made possible by hundreds of artisans.



The first floor showcases a selection of specialty Reverso watches, among other offers. Image credit: Jaeger-LeCoultre

A corner dedicated to Jaeger-LeCoultre Reverso limited-edition releases is also situated on this level. A VIP lounge offers exclusive brand moments and personalized client care.

Throughout the boutique, interior design elements are defined by organic materials and natural colors, recalling the Swiss brand's Valle de Joux roots while leaning into current luxury trends ([see story](#)).



The expertise of watchmakers is celebrated throughout the boutique. Image credit: Jaeger-LeCoultre

Located inside Munich's Riemerschmid-Block building, a 19th-century structure designed by the late renowned German architect Georg Friedrich Christian Brklein, the landmark boasts legal protections, adding to the heritage appeal.

The Maximilianstrae 24 store welcomes guests Monday to Friday from 10:30 a.m. to 6:30 p.m., and on Saturday from 10:30 a.m. to 6 p.m. The retailer is closed on Sundays.

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