

JEWELRY

Omega opens two boutiques in Hong Kong

December 15, 2023



A mosaic-like pattern featured on the glass exterior offers a preview of what lies inside the new Central district location. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is showing up on each side of Victoria Harbor.

Earlier this year, Hong Kong reclaimed the title of luxury market with the highest per capita expenditure, according to estimates from Euromonitor. Omega is doubling down in the district, welcoming customers to two newly opened boutiques this month.

"At Omega, we're completely customer-focused," said Raynald Aeschlimann, president and CEO of **Omega**, in a statement.

"With the new Hong Kong Boutiques, and in particular The Suite, our goal was to create a home away from home for our customers, collectors, and friends of the brand," Mr. Aeschlimann said. "To show our appreciation for valued clients by offering a premium level experience."

Storing up

On Queen's Road in the city's Central district, Omega's four-story boutique is situated amid a bustling shopping neighborhood.

Its first floor is dedicated to traditional retail, while on the second and third levels, a customer service center is available.

On the fourth floor, an exclusive new space called "The Suite" offers views of the city. The five-star salon will host VIP guests, offering a client lounge, eatery, cocktail bar and a room that explores Omega's horological craft.



In the Central district, guests can expect plenty of nods to Omega's history of supporting space travel. Image credit: Omega

A similar concept has been installed at the brand's K11 Musea shop, where special floors house a dining area, bar, screening room and lounge that are, likewise, open to invitees.

In Tsim Sha T sui, an urban neighborhood in southern Kowloon in Hong Kong, visitors can find comfortable setups, browsing products with views of Victoria Harbor's sparkling vistas.

A spiral staircase centers the store, leading to a light-filled reception welcome space and a watchmaking studio where customers can customize new timepieces.



From bars to spots to take in the harbor view, the K11 Musea boutique embraces immersive retail. Image credit: Omega

Across the Hong Kong projects, natural wood, red hues, gold accents nod to the company's affiliation with space exploration ([see story](#)).

This month, Omega hosted a celebration of these openings, inviting South Korean actress and brand ambassador Han So-hee to tour each location as both shop's first special guest.

Actress Han So-hee discovers Omega Hong Kong

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