

RETAIL

# A. Lange & Shne lands boutique in Paris

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Established near the famous shopping area of Place Vendme, the store opened in November 2023. Image credit: A. Lange & Shne

By LUXURY DAILY NEWS SERVICE

Richemont-owned watchmaker A. Lange & Shne is welcoming shoppers to a new space.

Located in Paris and spanning two floors, the brand's boutique showcases handcrafted timepieces and offers personalized client care. Additionally, consumers can dive into the history of the company while enjoying comfortable, lounge-like settings and an in-house bar.

"The boutique on Rue de la Paix allows us to establish direct contact with our French clients and respond to their individual needs," said Wilhelm Schmid, CEO of [A. Lange & Shne](#), in a statement.

"With this new location, we are showing our appreciation for an ever-growing community of collectors in France," Mr. Schmid said. "It is also especially significant because the historical roots of our manufacture are closely linked to the French capital."

## On Paris time

Established near the famous shopping area of Place Vendme, the boutique opened in November 2023.

With modern interior touches, the shop features geometric lines, glass paneling and earth tones with pops of color throughout. In these spaces, customers can find bespoke services by appointment or walk-ins, such as expert advising.



From a bar to exhibits, customer experience is central to the boutique's blueprint. Image credit: A. Lange & Shne

Limited editions and boutique exclusives are for sale.

On-site there is also a curation of exhibits called the Experience Library. The collective examines the history of A. Lange & Shne (see story), taking visitors through a timeline characterized by innovations in watch development.

The Wall of Parts installation is another space that brings added levels of immersion to the retail spot, presenting hundreds of hand-finished movement pieces.

Located at 1, rue de la Paix in Paris, the boutique is open from 11 a.m. to 7 p.m. every day except for Sundays, when it is closed.

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