

WATCHES AND JEWELRY

Audemars Piguet to open regional service hub in Raleigh

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The move will place Audemars Piguet within the Raleigh Iron Works development. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet is establishing a corporate post in North Carolina.

The state's capital city will soon welcome employees from the brand's operations department to Raleigh Iron Works. The mixed-use development is the new home of the luxury label's North American Service Center, arriving as Audemars Piguet invests \$22 million in the local economy, creating 105 jobs on the East Coast in the process.

"When our employees visited Raleigh and the Triangle area, they said it felt like home," said Francois-Henry Bennahmias, former CEO of [Audemars Piguet](#), in a statement.

"Quality of life, schools, healthcare, culture, and safe communities were the major considerations for our teams," Mr. Bennahmias said. "We are excited to move to the dynamic City of Raleigh and look forward to settling into the area.

"This represents an important step in the development of our American Service Center, which is key to our future business."

Service Center shuffle

Gaining access to 63,000 square feet of space, Audemars Piguet signed Raleigh's largest new-to-market office lease of last year.

The watchmaker joins a growing list of tenants with a stake in the 19-acre property, which houses more than 200 residential apartments, among other businesses.

Welcome to Raleigh, [@AudemarsPiguet](#)! The Swiss Haute Horlogerie manufacturer based in Le Brassus, Switzerland, announced today plans to invest \$22 million and create 105 new jobs in Raleigh.

<https://t.co/YjGah79JhX> pic.twitter.com/Te8raNOQXo

Wake County Econ Dev (@RaleighWake) [December 19, 2023](#)

"This announcement shows the versatility of the business ecosystem in Raleigh," said Mary-Ann Baldwin, mayor of Raleigh, in a

statement.

"Audemars Piguet is joining a dynamic community with diverse industry, first-class talent, and a wonderful quality of life," Ms. Baldwin said. "We are excited to welcome this global luxury watch brand to Raleigh."

Throughout the segment, brands have been upping their creative presence in North America.

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