

JEWELRY

Watches of Switzerland inaugurates dual showrooms at London Gatwick

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The Swiss brands invite travelers to discover luxury timepieces in between flights. Image credit: Watches of Switzerland

By LUXURY DAILY NEWS SERVICE

British luxury watch and jewelry retailer Watches of Switzerland is setting up shop in one of the United Kingdom's busiest airports.

The company is opening a Swiss watchmaker Tag Heuer boutique and Tudor showroom in London Gatwick's South Terminal. At these two touchpoints, travelers can engage with products, make purchases and dive into the brands' universes in between flights.

"We are thrilled to open our first showroom in London Gatwick South Terminal," said Craig Bolton, president of **Watches of Switzerland Group** U.K. and Europe, in a statement.

"This new space allows us to engage with a diverse audience of travelers and showcase the latest novelties from Tudor," Mr Bolton said. "We look forward to providing an exceptional brand experience and sharing the passion we have for selling timepieces.

"Our knowledgeable staff will be on hand to assist customers in finding the perfect timepiece that suits their individual style and preferences."

Landing dual storefronts

These two spaces are the premier retail openings of 2024 at London Gatwick Airport.

"Having world-renowned brands such as Tag Heuer and Tudor opening stores at London Gatwick is fantastic news for the airport and our passengers," said Rachel Bulford, retail director at London Gatwick, in a statement.

"The two stores are premium names which we expect to be very popular with passengers and might just add the perfect touch to a dream holiday."



The boutique is filled with the label's recognizable color scheme and displays. Image credit: Watches of Switzerland

The Tudor location is Watches of Switzerland's first showroom inside the U.K. hub's South Terminal.

This milestone will secure a global audience and boost interest among already loyal customers. Visitors will be able to find signature and new collections like the Pelagos, the Royal and the Black Bay.

Boasting a contemporary design and an emphasis on craftsmanship, the shop's layout and look reflect some of the brand's core values. The boutique also leans into Tudor's classic color palette, sporting black, red and gray.

The Tag Heuer site carries women's and men's timepieces, including the tech-enabled Connected Calibre E4 Smartwatch.

Like the other store, this one's interiors and exterior faade mirror the label's ethos and favorite hues. Light wood panels, deep blue shades and concrete add to the branded atmosphere.

"We are delighted to get 2024 underway with the expansion of our Tag Heuer boutique portfolio, with the opening of a new boutique in London Gatwick, South Terminal," said Mr. Bolton, in a statement.



The one-level shop will grant travelers from around the world an immersive space to discover luxury watches. Image credit: London Gatwick

"Tag Heuer enjoys a very high level of awareness all over the country, to be able to expand into the travel retail space is not only exciting for the business but wonderful for clients and fans of the brand," he said. "They will now be able to enjoy the latest concept boutique with the benefit of our Watches of Switzerland exclusive product launches.

"In addition to these exclusives, the new Tag Heuer boutique will showcase the best of the core collections which our knowledgeable experts in the boutique will be delighted to guide clients through."

London Gatwick fliers can find the stops after security. Tudor is open every day from 4:00 a.m. to 8:00 p.m. and Tag Heuer's operating hours are 4:00 a.m. to 8:00 p.m.

As luxury travel retail continues to soar ([see story](#)), Watches of Switzerland could surely roll out even more airport addresses this year.