

JEWELRY

Audemars Piguet picks Milan for experiential retail concept

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Cutting-edge technology showcases, art installations and a virtual reality adventure await at the new AP House. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Audemars Piguet** is presenting a fresh space in Italy.

Returning to the city where its experiential retail concept first debuted in 2017, the brand has picked Milan for the new AP House. Spanning five floors and located on Via Bagutta inside the renovated Garage Traversi shopping mall, the touchpoint brings together technology, contemporary design and heritage.

Watch it

The space follows in the footsteps of the original concept that rolled out seven years ago, made in collaboration with top clients.

AP House imagined how the company's founders would be living and traveling in the 21st century. Showcasing watches and providing bespoke experiences, the new edition immerses fans of the maison in the Audemars Piguet universe.



Watches are displayed around the retail space. Image courtesy of Audemars Piguet

Situated near the Piazza San Babila and the famous Montenapoleone fashion street, AP House Milano sits in the middle of a cultural hub.

This atmosphere is honored inside, with the city's heritage merged with brand codes across the five floors.

Brought to fruition by architecture and interior design studio Lissoni & Partners, the location features glass, metal and wood with Milanese-focused touches.

Inspiration was also drawn from the natural surroundings of the Valle de Joux, Audemars Piguet's home base in Switzerland.

Visitors can enjoy an on-site bar to refresh in between taking in the creations. Watch exhibitions, cutting-edge technology showcases, art installations, a virtual reality adventure and a boutique are just a few characteristics of the 17,222-square-foot reveal.



The brand's concept touts experiential luxury. Image courtesy of Audemars Piguet

There are currently 18 other AP Houses scattered around the world. From Hong Kong to Los Angeles ([see story](#)), these concepts allow fans of the luxury watchmaker to engage, gather and discover new facets of the brand.

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