

JEWELRY

Jaeger-LeCoultre reopens Madison Avenue flagship

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The space spans two floors. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Jaeger-LeCoultre** is reintroducing a store to consumers in one of the world's luxury capitals.

Following a period of renovation, the brand's Madison Avenue flagship in New York has reopened this week with a revitalized look and layout. The refresh "opens a fresh chapter in the Maison's enduring relationship with New York City, inviting visitors to embark in the fascinating world of watchmaking and the remarkable story of Jaeger-LeCoultre's heritage, expertise and creativity," per the label.

Retail refresh

Spanning two floors, the showroom focuses on interactivity and customization.

An event space, called "Atelier d'Antoine," will host workshops and masterclasses from watchmaking experts; each of these occurrences is hard-capped at six participants at a time, upping the air of exclusivity.

A variety of services are also housed within the storefront.

Jaeger-LeCoultre presents its transformed Madison Avenue flagship

An in-house watchmaker offers re-sizing and bracelet changes, running water-resistance tests and many other repairs and maintenance benefits. A personalized emblem, as well as a custom strap, can be added to an existing or new timepiece from the "Strap Wall," a courtesy also available at the Munich retail concept, which opened late last year ([see story](#)).

Set at 701 Madison Avenue in New York, the boutique is open Monday through Saturday from 10 a.m. to 6 p.m. it is closed on Sundays. Private appointments with watchmakers, "Atelier d'Antoine " and the sales staff can be [booked](#) online now.