

WATCHES AND JEWELRY

# Richard Mille opens largest US storefront in Dallas

May 8, 2025



*The two-story boutique is now open at Highland Park Village in Dallas, Texas. Image credit: Richard Mille*

---

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Richard Mille** is now stationed at a premier open-air luxury shopping and dining destination in the South.

A two-story boutique from the luxury brand opens this season at Highland Park Village in Dallas, Texas. It is Richard Mille's single-largest U.S. store, and its first to reach Texas.

"Richard Mille is an exceptional brand that is at the forefront of innovation in the watchmaking industry," said Stephen Summers, managing director at **Highland Park Village**, in a statement.

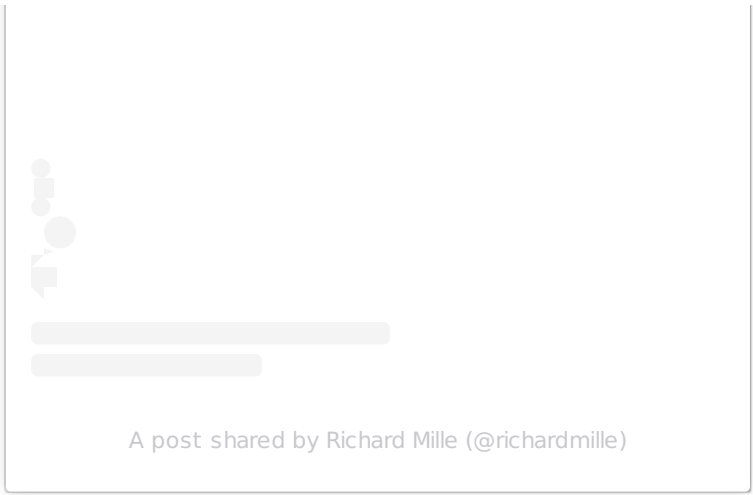
"Their watches, which are sported by influential figures worldwide, as well as partnered with world-class luxury brands, are the epitome of cool."

## First-time shopping experience

Designed to offer a fully immersive brand environment at 5,275 square feet, Richard Mille's boutique features modular zones, allowing guests to choose between intimate lounge areas and interactive retail spaces.



[View this post on Instagram](#)



The showroom’s custom attractions include a cinema room, a racing simulator, and the store’s Spaceship Lounge area, each showcased during a grand opening event held earlier this week, on Monday, May 5. The Dallas post is based at Highland Park Village, Suite 103, open from Monday to Saturday from 10 a.m. to 6 p.m., and noon to 5 p.m. on Sunday.

“We are thrilled to have the first Richard Mille in Texas at Highland Park Village,” said Mr. Summers, in a statement.

Beyond America, Singapore is still home to the world’s largest Richard Mille boutique location. The brand’s 7,500-square-foot boutique debuted in 2023, following a three-year renovation project that flipped a former restaurant into its flagship ([see story](#)).