

WATCHES AND JEWELRY

A. Lange & Shne opens doors to London flagship

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The flagship's ground floor invites clients to discover the brand's heritage. Image credit: A. Lange & Shne

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Richemont-owned watchmaker A. Lange & Shne is expanding its presence in the United Kingdom.

This month, the horology maker debuted its eighth global flagship on Old Bond Street in Mayfair, London. The four-story space features heritage installations and an assortment of the brand's timepieces, alongside boutique exclusives and limited-edition pieces.

"We are excited to be opening our new flagship boutique in such an incredible location and look forward to welcoming our London customers as well as watch enthusiasts from all over the world," said Wilhelm Schmid, chief executive officer of **A. Lange & Shne**, in a statement.

"The club-style lounge is a friendly nod to the ever-growing community of A. Lange & Shne collectors in the United Kingdom," Mr. Schmid said. "The opening of our new London premises is also a special moment for us because of our historical ties to the city, which played a decisive role in the brand's international success in the mid-19th century: In 1851, Ferdinand Adolph Lange presented his watches at the World Exhibition in London."

Local culture

In the space, the brand embraced a minimal color scheme, first seen on the flagship's dark grey, nearly black facade. The interiors continue this color story by adopting a range of cool-toned greys, accented by pops of cream and pink floral arrangements.

The flagship evokes the atmosphere of a British club with lounge-style seating on both the first floor and the third floor.



The flagship features a variety of lounge-style seating to mimic a British social club. Image credit: A. Lange & Shne

On the first floor, visitors discover the brand's history and six watch lines. The second floor gets granular with spaces highlighting the various components that make a Lange watch, with a Zeitwerk digital watch serving as one of the examples.

A one-of-a-kind lounge greets clients on the third floor, where a dedicated watchmaker is on call to offer expertise and insight on the watchmaking process.

In July, A. Lange & Shne marked what would have been the 100th birthday of Walter Lange, the great-grandson of company founder Ferdinand Adolph Lange, who revitalized the brand in the 1990s ([see story](#)).

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