

**FOR IMMEDIATE RELEASE**

---

**Pride, Passion & Prestige –  
Cortina Watch's 40 Years of Timeless Legacy**

Singapore – Cortina Watch, Singapore's most eminent luxury watch retailer celebrates its 40<sup>th</sup> anniversary this year. A legacy shaped by dreams and fuelled by passion, the company's journey attests to the triumph of creativity, imagination and the human spirit; marked by monumental milestones as inspired as the passing of time itself.

Founded in 1972 by Anthony Lim, CEO of the company, Cortina Watch started life as a small retail shop at Colombo Court Shopping Centre. Since then, it has evolved from a single-store family business to a public-listed enterprise that operates 22 retail outlets across Asia, including in Malaysia, Thailand, Indonesia, Hong Kong and Taiwan.

Today, deputy CEO Raymond Lim, chief operating officer Jeremy Lim, and Sharon Lim, executive director of Pacific Time, a subsidiary of Cortina Watch, helm the day-to-day operations company.

Together, the siblings have inherited their father's zeal and acumen for luxury watch retail, evinced by their inspired initiatives and innovations that continue to shape Singapore as a high-end watch shopping destination.

**Retail Innovations**

Known for introducing cutting-edge retail concepts, Cortina Watch went beyond regional expansion efforts of the 1980s and 1990s to establish its presence. In 2001, the company premiered the award-winning 'Espace Boutique' at its Millenia Walk store, introducing watch aficionados to a whole new dimension of luxury retail.

The concept boutique elevated traditional notions of a high-end watch store by featuring groundbreaking shop-in-shop concepts, customised ambience and VIP experiences. Today, the 'Espace' concept has been successfully replicated in Cortina Watch's regional boutiques in Kuala Lumpur in 2002, and Bangkok in 2004.

Building on the success of the 'Espace Boutique', Cortina Watch launched the 'Couture Gallery' concept as part of its Paragon boutique's refurbishment exercise in 2005. Emanating fashion-forwardness, 'Couture Gallery' offers high-end jewellery along with the company's impressive array of luxury timepieces, imbuing the boutique with a chic and exclusive shopping experience to entice a new generation of well-heeled and savvy customers.

**Inspiring Aspirations**

Besides pioneering retail initiatives, Cortina Watch is also renowned for organising creative exhibitions, which not only engage discerning watch connoisseurs, but also educate aspiring watch collectors and the general public on the finer points of haute horlogerie.



Cortina Watch's signature event is the Jewellery Time exhibition, a biennial event which started in 2000, and has now become one of the most highly anticipated showcases for watch collectors and industry partners throughout the region.

The Jewellery Time concept brings together a cognoscente of the industry's most illustrious brands; showcasing a heart-stopping array gem-encrusted timepieces that span simple diamond-studded watches to extravagant limited editions. Last year's 11-day Jewellery Time exhibition showcased over 300 timepieces from 14 of high-end watchmaking's most esteemed brands. It drew over 5,800 attendees, including 400 esteemed customers and partners at the gala opening.

### **Reflection & Reinvigoration**

As part of its 40<sup>th</sup> anniversary celebrations this year, Cortina Watch will host a series of high-octane events and exclusive partnerships. They include an inaugural charity golf event on 17 October to raise S\$100,000 for the Singapore Heart Foundation, as well as an anniversary gala dinner on 15 November.

Additionally, Chopard and IWC, two of the most venerated Swiss watch and jewellery brands have announced that they will each create 40 pieces of limited edition timepieces to commemorate Cortina Watch's 40<sup>th</sup> anniversary.

"Cortina Watch's 40<sup>th</sup> anniversary is definitely a cause for celebration. Even as we reflect on our past achievements, we also look forward to renewing meaningful partnerships and reinvigorating the company. Our vision to be the region's best luxury watch retail company remains unchanged," says Cortina Watch founder, Anthony Lim.

---

### **Issued by Pink Publicists for Cortina Watch**

For media enquires, please contact:

Wendy Yeow at +65 9 747 6923 or [wendy@pinkpublicists.com](mailto:wendy@pinkpublicists.com)