



Press Release

Cortina Watch celebrates the re-opening of the Patek Philippe Boutique at The Shoppes at Marina Bay Sands

Patek Philippe and Cortina Watch, Singapore 7th December 2016, Wednesday

Singapore, 7th December 2016 – Patek Philippe celebrated the grand re-opening of its boutique at The Shoppes at Marina Bay Sands in partnership with Cortina Watch. This marked the end of the 10 weeks major refurbishment since its first opening in 2010 and reaffirms the manufacture’s commitment to welcome its customers in an environment that reflects its heritage. Guests of Patek Philippe and Cortina Watch had the special opportunity to join in the celebration of this important occasion.

The symbolic ribbon-cutting ceremony was officiated by Mr Thierry Stern, President of Patek Philippe; Mr Anthony Lim, Chief Executive Officer of Cortina Watch; Mrs. Deepa Chatrath, General Manager of Patek Philippe S.E.A; and Mr John Postle, Vice-president of retail at Marina Bay Sands.

The boutique was unveiled to the guests, inviting them into the world of Patek Philippe at Marina Bay Sands, the brand’s second standalone boutique in Singapore. The 152 sq m boutique boasts a similar architectural concept to other Patek Philippe boutiques globally — the modern interior with its clean lines, spacious layout and iconic materials such as the birdseye maple and Indian rosewood were used to create an inviting ambience for the clients. A specially created fragrance, which envelops the boutique with its distinctive scent, is both familial and pleasing for its customers to be welcomed in a warm and luxurious environment. Patek Philippe’s timeless designs, which underlined its pursuit for excellence and respect for traditions, are housed in exquisite table vitrines and display windows with elegant burnished brass frames. The library area is filled with the brand’s horological and historical literature and the dedicated exhibition area gives the VIPs an opportunity to understand Patek Philippe and be further immersed in its universe.

Guests were delighted to discover the original photographic showcase that lined the walls of the newly refurbished boutique. Eight families from Singapore were invited to participate in a local adaptation of Patek Philippe’s iconic “Generations” advertising campaign emphasising the special generational moments similar to the original concept, which celebrated its 20th anniversary this year.

According to Mr Thierry Stern, “The emotional concept of the Generations campaign is universal and timeless. It is touching and real. It is not a gimmick. People everywhere can recognize this principle and it has become part of Patek Philippe’s DNA. It is the clients, you, who built this campaign, not us.”

“The Generations campaign is such an iconic project for Patek Philippe and we have seen its efficacy —everyone is aware of it. Its longevity, 20 years to be exact, also tells us how important

relationships feature in our lives,” said Mr Jeremy Lim, Chief Operating Officer of Cortina Watch. “Whether it’s a parent-child relationship, a husband-wife relationship or even a watch enthusiast-timepiece relationship, it’s the close ties between the two that matter the most. That’s why Patek Philippe and my team decided to pay tribute to this campaign. We thank the eight families who took precious time off to join us in the photoshoot and hope that they had as much fun as we did.”

Guests later adjourned to Spago by Wolfgang Puck where they dined facing the picturesque Marina Bay skyline. Guests were impressed with the modern fusion fare served — contemporary Western cooking infused with Asian influences. The evening was further livened up with a brilliant jazz quartet performance. Local jazz maestro Jeremy Monteiro took to the stage with his protégé Melissa Tham. The quartet charmed the crowd with their performance, adding a highlight to the evening’s programme.

“The relationship between Patek Philippe and Cortina is unique and you don’t see that everywhere. I like the fact that Cortina is willing to invest in Patek Philippe. They have trust in our brand and they want to build up the business for a long term. Boutiques are not available everywhere and we do it with partners that we trust; we know and are willing to share this passion together. We want customers to enter our boutique and enjoy the moment with the sales associates and talk about watches. It is about that moment of relaxing time and talking about something that you enjoy in our boutiques”, said Mr Thierry Stern.

Agreeing with Mr Thierry Stern, Mr Jeremy Lim added: “The Marina Bay Sands boutique with its new look will definitely provide an even more enjoyable shopping experience for the customers. Whether you’re a watch enthusiast, a Patek Philippe lover or a new hand, who wants to know more about the brand, there is something in the boutique for you. Besides the watches, every item in there tells a Patek Philippe story. Be it a tale of heritage and patrimony or one about exquisite craftsmanship, our staff will be there to regale you and share more with you. All these are only made possible by our strong relationship with Patek Philippe, one that is started some 40 years ago by our fathers. Mr. Thierry Stern, Mr. Raymond Lim and myself hold this relationship dearly and will continue to strive to nurture it further in the years to come.”

An enjoyable evening with friends and fellow watch lovers to mark a significant occasion for Patek Philippe and Cortina Watch — what a way to start the Christmas festivities.

For more information, please contact:

Casey Lee
Cortina Watch, Singapore
Email : caseylee@cortinawatch.com
Tel : +65 64969 360

Gladys Hew
Patek Philippe/Geneva Master Time Marketing LLP
Email : gladysheew@gmtsingapore.com
Tel : +65 6801 2109



Appendix 1 – Photo Captions

Guests

001. Mr. Jeremy Lim (Chief Operating Officer of Cortina Watch), Mr. Raymond Lim (Deputy Chief Executive Officer of Cortina Watch), Ms Sharon Lim (Executive Director of Cortina Watch), Mr. Anthony Lim (Chief Executive Officer of Cortina Watch), Mr. Thierry Stern (President of Patek Philippe)
002. Mr. Jeremy Lim, Mr. Nicholas Goh
003. Mr. Alan Chong, Mr. Andreas Handayant, Mrs. Deepa Chatrath (General Manager of Patek Philippe S.E.A), Mr. Eric Cheah
004. Mr. Thierry Stern, Mr. Jerome Pernici (Commercial & Marketing Director, Patek Philippe)
005. Mr. Thierry Stern, Mrs. Patricia Kwee, Ms Charmain Kwee, Mr. Jeremy Lim
006. Mr. Jeremy Lim
007. Mr. Thierry Stern
008. Mr. John Postle (Vice-president of Retail at Marina Bay Sands), Mr. Anthony Lim, Mr. Thierry Stern, Mrs. Deepa Chatrath
009. Mr. Raymond Lim, Mr. Jerome Pernici, Mr. John Postle, Mr. Anthony Lim, Mr. Thierry Stern, Mrs. Deepa Chatrath, Mr. Dirk Paulsen (Director, C Melchers GmbH & Co.), Mr. Jeremy Lim
010. Mr. & Mrs. Krist Ang
011. Mr. Thierry Stern, Ms Trina Liang
012. Mr. Chua Chee Kheng, Mrs. Susanna Chua
013. Ms Charmain Kwee, Mr. Raymond Lim, Mrs. Patricia Kwee
014. Mrs. Ong Guan Hin, Mr. Ong Guan Hin
015. Mr. Loi Pok Yen, Mrs. Sylvia Loi
016. Ms Louisa Ong, Ms Fanty Soenardy, Ms Sharon Lim
017. Mrs. Lynn Yeow De Vito, Ms Trina Liang
018. Dr Calvin Chan
019. Ms Lock Ching Yuen, Ms Sharon Lim, Mrs. Sylvia Loi
020. Ms Sharon Lim, Mr. & Mrs. Ong Guan Hin, Mr. Thierry Stern



Event

- 021. The Partnership
- 022. Inside the Boutique
- 023. The Performance at Spago
- 024. Guests looking at the Milestones Wall in Boutique
- 025. Welcome Speech by Mr Jeremy Lim at Spago

Set-up

- 026. Festive table settings at Spago
- 027. Festive table settings at Spago
- 028. Festive table settings at Spago