

Press Release

Cortina Watch Re-Opens Patek Philippe Boutique At Suria KLCC, Kuala Lumpur

September 2017 - Patek Philippe welcomes watch aficionados to its newly relocated boutique at Suria KLCC shopping mall in Kuala Lumpur, Malaysia. Unveiled after four months of refurbishment, it showcases an impressive selection of the brand's exquisite timepieces, in a space that is redesigned to express Patek Philippe's quest to welcome its customers in a milieu that is reflective of the brand's commitment to excellence and its spirit of tradition and innovation.

Inspired architecture driven by the pursuit of perfection

The Patek Philippe boutique in Suria KLCC is the first and only boutique in Malaysia; and in partnership with Cortina Watch. The 2,024 sqf boutique with high external façade fronting the Ramlee entrance of Suria KLCC is elegantly furnished with precious woods, plush leather upholstery, custom made glass, Baccarat crystals and burnished brass finishing. Upon entry, customers are warmly welcomed to discover a wide range of Patek Philippe timepieces with a conducive exhibition area that showcases replica of historical information on the history and creation of Patek Philippe watches; and a specially made tribute which marks the journey of Patek Philippe for 175 years.

For 175 years, Patek Philippe has stayed true to its original mission of making the most beautiful watches. The store design reflects the heritage through several special iconic elements which reinforces the corporate interiors quality. The "Grand Quai", a specially created fragrance envelopes the boutique with its distinctive scent, enjoyed at one time only in Patek Philippe Salons in Geneva, London and Paris. This scent is now extended to all Patek Philippe boutiques across the world and customers will get this experience in this Suria KLCC boutique; that is both familial and inviting for its customers to be welcomed in a warm and luxurious environment.

Beyond the watch gallery, the boutique opens up to an inviting area where customers can continue in their journey of discovery with personalised attention from the brand's ambassadors. Each detail has been approached with meticulous care regarding the finishing, and the whole concept has been enriched with bespoke accessories and elements which combine to create a strong, warm and sophisticated identity and this includes a library complete with Patek Philippe's horological and historical literature allows customers to be further immersed in the Patek Philippe's universe.



A Partnership Through The Generations

The relocation and re-opening of this boutique is also symbolic of the enduring partnership between Patek Philippe and Cortina Watch, both esteemed family-owned establishments who have shaped global watch appreciation in distinct ways throughout different generations.

Cortina Watch was founded in 1972 by Anthony Lim, who currently serves as the company's Chairman and CEO. In the span of 45 years, Lim, his team, and subsequently his children, Raymond and Jeremy, have established Cortina Watch as one of the most illustrious luxury watch retail and distribution companies in Asia, with boutiques in Singapore, Malaysia, Thailand and beyond. Today, Cortina Watch is led by its second generation owners, Raymond Lim, Deputy Chairman and Deputy CEO, and Jeremy Lim, Chief Operating Officer.

Established in 1839, Patek Philippe has been under the stewardship of the Stern family since 1932. A tight-knit family business that takes pride in building deep relations with its collectors and industry partners, the watch company is currently helmed by its fourth-generation President Thierry Stern, who continues to uphold Patek Philippe's uncompromising standards of creativity and horological excellence that contribute to the brand's esteemed position as one of the world's most prestigious luxury watch brands.

As we celebrate the grand re-opening of the boutique, this occasion is in as much a celebration of the multi-generational relationship between Patek Philippe and Cortina Watch, which continues to remain strong even after 40 years. The message in its iconic tagline "*You never actually own a Patek Philippe. You merely look after it for the next generation*" is a testament to the longevity and continuity of the strong partnership between the two families and their commitment to preserving the art and appreciation of high-end watchmaking.

About Patek Philippe

For more than 175 years without interruption, Patek Philippe has been perpetuating the tradition of Genevan watchmaking. As the last family-owned independent watch manufacturer in Geneva, it enjoys total creative freedom to entirely design, produce and assemble what experts agree to be the finest timepieces in the world – following the vision of its founders Antoine Norbert de Patek (1839) and Adrien Philippe (1845). Thanks to its exceptional know-how, Patek Philippe maintains a tradition of innovation hailed by an impressive repertoire of more than 100 patents. In the hands of the Stern family since 1932, Patek Philippe remains at the leading edge of watchmaking technology and research into material sciences, thus contributing to the continual improvement of the long-term quality and reliability of its timepieces.



About Cortina Watch

Since its founding in 1972, Cortina Watch has established itself as a leading retailer and distributor of luxury timepieces across the Asia Pacific region, carrying over 50 internationally renowned brands and managing 30 boutiques across Asia – Singapore, Malaysia, Thailand, Indonesia, Hong Kong and Taiwan. Committed to bringing the world's most regarded timepieces to the region, and together with our personalized customer service, Cortina Watch has built a strong branding for itself, as well as a loyal customer base. In Malaysia, Cortina Watch operates 10 boutiques which include 8 boutiques in Kuala Lumpur, 1 boutique in Kota Kinabalu and 1 boutique in Penang; led by the Managing Director of Cortina Watch Malaysia, Tay Liam Khoon working alongside Raymond and Jeremy Lim.

Chronological Milestones of Cortina Watch with Patek Philippe

1986 to 1996: Opening of Patek Philippe shop-in-shop at Cortina Watch Raffles City, Millenia Walk and Paragon boutiques.

1997: Cortina Watch 25th Anniversary exhibition collaboration with Patek Philippe.

2002 to 2004: Opening of Patek Philippe shop-in-shop at Cortina Watch Espace Starhill Gallery (Kuala Lumpur), Plaza Indonesia boutique (Jakarta) and Espace Erawan (Bangkok).

2009: Opening of Patek Philippe's first boutique in Singapore at ION Orchard.

2010: Opening of Patek Philippe's second boutique in Singapore at Marina Bay Sands.

2013: Opening of Patek Philippe boutique in Kuala Lumpur at Suria KLCC.

2015: New Patek Philippe shop-in-shop concept at Cortina Watch Espace Erawan (Bangkok), and new boutique at Plaza Indonesia (Jakarta), and Cortina Watch Starhill Gallery (Kuala Lumpur)

2016: Expansion of Patek Philippe ION Orchard boutique, opening of newly renovated Patek Philippe boutique at Marina Bay Sands.

2017: Opening of newly relocated and renovated Patek Philippe boutique at Suria KLCC (Kuala Lumpur)

Other information

Boutique Images

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