

PRESSRELEASE

## NEWLY DESIGNED ROLEX BOUTIQUE OFFICIALLY UNVEILED IN SINGAPORE

*The Rolex Boutique houses Southeast Asia's first Rolex Exhibition showcasing the excellence behind the Swiss luxury watch brand.*

**Singapore, 16 September 2016** – Rolex and Cortina Watch officially launched the new Rolex Boutique at Marina Square, on 1 September. Over 300 distinguished guests joined in the celebrations for this momentous occasion.

The grand opening of the boutique culminated in a ribbon-cutting ceremony by Mr Anthony Lim from Cortina Watch, Chris Gisi from Rolex and Ms Melissa Ow from Singapore Tourism Board. Joining them for a champagne toast were Mr Jeremy Lim, Mr Raymond Lim and Mr Victor Yu from Cortina Watch. Guests explored the sprawling 513 square-metre boutique, located at Marina Square, admiring both the extensive watch collection and the Rolex Exhibition, a unique showcase which is permanently housed in the boutique.



*[Left to right]* Mr Raymond Lim, Ms Melissa Ow, Mr Anthony Lim, Chris Gisi, Mr Jeremy Lim, Mr Victor Yu



*[Left to right]* Mr Kenneth Koh, Mr Simon Lo, Ms Lim Cho Peng, Mr Jeremy Lim, Mr James Fan



*[Left to right]* Ms Cheryl Lee, Ms Carin Tay-Huang, Ms Christina Hunter



*[Left to right]* Ms E-Wen Wong, Ms Georgina Lee, Ms Frances Low,  
Ms Sharon Lim, Mr Jeremy Lim



*[Left to right]* Mr Jeremy Lim, Dr Ng King Kang, Mr Sylvester Ng



[Left to right] Ms Celestine Yuan, Ms Diana Chow

The Rolex Exhibition is an exclusive showcase that presents Rolex's passion for excellence through a multimedia journey that revolves around three themes – *The Rolex Way*, *The World of Rolex*, and *Rolex and the Deep*.

The boutique provides a comprehensive range of Rolex wristwatches, in particular the Professional and Classic models of the Oyster collection. It is dedicated to exceptional customer service in a luxurious setting, offering customers a unique and immersive experience.

#### **ABOUT CORTINA WATCH PTE LTD**

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 29 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.

#### For More Information:

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