

## Southeast Asia's First Comprehensive Swatch Group Boutique Opens

Cortina Watch Pte Ltd proudly unveils the opening of our latest timepiece boutique, "TimeWise by Cortina Watch" - a celebration of Swatch Group's timepiece brands brought together in one abode.

Located in Singapore's prominent shopping destination, Wisma Atria at Orchard Road, the duplex is Southeast Asia's first boutique to offer a comprehensive portfolio of The Swatch Group's brands. This unique collaboration between Cortina Watch and The Swatch Group was conceived with the purpose of offering our consumers the very best of our service and a comprehensive range of brands combined.

One will be spoilt for choice with the array of brands to choose from to suit customers of diverse profiles. Collectors and watch enthusiasts of luxury timepieces can indulge in brands like Breguet, Blancpain, Glashutte Original, Jaquet Droz and Omega from Level 1. Meanwhile, discerning shoppers seeking quality Swiss made timepieces are treated to a variety of brands such as Longines, Rado, Tissot, Balmain, Mido, Hamilton, Calvin Klein and Swatch on Level 2.

The TimeWise boutique and brand identity has adopted elements of origami due to its significant and deep meaning. Origami elements of luck, happiness and prosperity were infused across the boutique's interior to symbolise the Japanese culture of endowing these blessings to our customers as well as to accentuate the concept of the brand. Through this, TimeWise also celebrates beauty, purity and perfection.

Great care has been taken to ensure a holistic shopping experience – incorporating the arts as well as details to evoke customer's senses, into the TimeWise boutique. Be enchanted by the hand painted murals and traces of floral scent that accompany you during your time in the boutique.

The opening of this latest boutique brings a total of 25 retail outlets that Cortina Watch operates across Asia (Singapore, Malaysia, Thailand, Indonesia, Hong Kong and Taiwan). Year 2012 also marked the celebration of another milestone; Cortina Watch's 40<sup>th</sup> Anniversary.

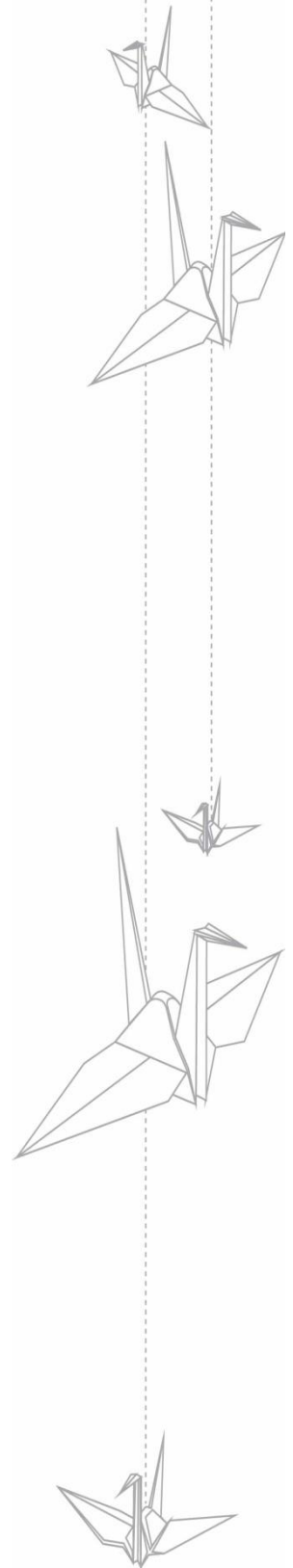
### **About TimeWise:**

TimeWise is Cortina Watch's latest addition making it a total of nine boutiques island wide. Today, TimeWise stands out from other timepiece retailers due to its unique concept by providing a complete range of timepieces that represents a wide and comprehensive selection of fine Swiss made timepieces at all price segments. The boutique is South-East Asia's first boutique to showcase 14 of The Swatch Groups' brands exclusively.

TimeWise has managed to capture the essence of the concept allowing customers to shop in a tranquil setting, complemented with exceptional service.

### **Brands represented in TimeWise:**

- Prestige and Luxury range: Breguet, Blancpain, Glashutte Original, Jaquet Droz, Omega
- High range: Longines, Rado
- Middle range: Tissot, Balmain, Mido, Hamilton, cK watch and jewelry
- Basic range: Swatch, Flik Flak



**Quote by David Ponzo, President, Swatch Group S.E.A (S) Pte Ltd**

“The Swatch Group is delighted to partner with Cortina Watch, one of South-East Asia’s best watch retailers, to introduce the TimeWise concept. Ideally located in the heart of Orchard road at the newly-renovated Wisma Atria, TimeWise offers a comprehensive selection of the leading watch brands under The Swatch Group”

**Quote by Jeremy Lim, COO, Cortina Watch Pte Ltd**

“Cortina Watch is proud to partner with The Swatch Group to present Southeast Asia’s First Comprehensive Swatch Group Portfolio under one abode. Situated along Orchard Road’s prime location, we are delighted to present TimeWise in this concept duplex.”

**TimeWise by Cortina Watch**

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