



2nd Patek Philippe Boutique In Singapore

Patek Philippe, together with Cortina Watch, has opened a second boutique in Singapore at the Marina Bay Sands (MBS) integrated resorts. Being the brand's second standalone boutique alongside its first outlet at ION Orchard the new store in MBS is set to further reflect the prestige, elegance and luxury that Patek Philippe as a brand entails. Both boutiques are managed exclusively by Cortina Watch.

The latest addition to the growing presence of Patek Philippe in Singapore, the 1,600 square feet boutique has a store size double in comparison to its first boutique at ION Orchard, offering watch connoisseurs a more spacious yet intimate interior and even features a private viewing room.

"With the opening of this second Patek Philippe boutique, more of our customers will have the opportunity to appreciate the perfect and timeless aesthetics, the quality and workmanship as well as the lasting value of Patek Philippe timepieces in an exclusive milieu. Cortina Watch is a very

important retailer for Patek Philippe and we are very happy to partner them once again in managing this second boutique," said Mr Thierry Stern, President, Patek Philippe SA.

Marina Bay Sands was chosen for not only its strategic location within the Marina Bay precinct but also for living up to its promises as the future of tourism development for Singapore.

Leveraging on impressive visitor trends and unique blend of customer profiles brought about by Marina Bay Sands, the new Patek Philippe boutique is also set to see an exponential growth with more affluent consumers joining its niche clientele.

"Opening the Patek Philippe boutique in Marina Bay Sands is a strategic move for us. MBS, being the most watched and anticipated iconic development in Singapore, brings with it a large pool of high spenders and tourists. Since opening in April, we have had very encouraging responses and we adopt a positive outlook of our businesses here. Both boutiques at ION and

MBS perfectly complement each other in providing the most opulent experience for Patek Philippe's sophisticated clientele", commented Mr Jeremy Lim, Chief Operating Officer, Cortina Watch.

