

**Press Release**

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## A new home on Old Bond Street

A. Lange & Söhne opens new flagship boutique in London's prestigious Mayfair

**A. Lange & Söhne announces the opening of its new London flagship boutique, located on the world-famous Old Bond Street in Mayfair. Visitors can immerse themselves in the fascinating universe of the brand steeped in tradition and discover the elaborate craftsmanship behind the exquisite watches from Saxony.**



Exterior of the new A. Lange & Söhne flagship boutique on Old Bond Street, London.

A. Lange & Söhne is strengthening its presence in the UK market with an exclusive, four-storey flagship boutique in London, located on Old Bond Street, one of the world's most prestigious shopping streets in the heart of the elegant Mayfair district. Whether spontaneously or by appointment, clients can receive expert and personalised advice when choosing their desired model amidst a relaxed atmosphere and luxurious ambience. To provide them with a comprehensive overview of the collection, a representative selection of timepieces is available, including boutique-exclusives and limited editions.

The timeless elegance associated with A. Lange & Söhne is already reflected in the striking dark grey colour scheme of the historic façade. Upon entering the ground floor, visitors are greeted with an engaging introduction to the brand's unique history and its six dedicated watch families. This level also features a sophisticated lounge, seamlessly blending traditional London club aesthetics

with a contemporary A. Lange & Söhne environment, bathed in natural light from a captivating sky window. Ascending the first set of stairs, the focus shifts to the intricate artistry within each timepiece, highlighting the delicate small parts that define each Lange watch: In this case, several hundred hand-finished movement components of a ZEITWERK, Lange's award-winning mechanical digital watch, are displayed. The first floor offers a more in-depth exploration,

showcasing complicated movements and allowing for a deeper appreciation of Lange's horological mastery. Further ascent reveals a second set of stairs, continuing the focus on watch components with an impressive collection of enlarged moon disks.



Interior of the new A. Lange & Söhne flagship boutique in London.

The journey culminates on the second floor, where a bespoke lounge waits to warmly welcome clients. Its interior design thoughtfully references the Mayfair environment, offering a completely new and exclusive setting. Additionally, a dedicated watchmaker is featured on the third floor, further enhancing the client experience with direct insights into Lange's watchmaking craft. After New York, Dubai, Shanghai, Singapore, Hong Kong, Tokyo, and Frankfurt, A. Lange & Söhne Old Bond Street is the eighth flagship boutique of the German manufacture.

For Lange CEO Wilhelm Schmid, the company's new flagship boutique is an important milestone in its global sales concept: "We are excited to be opening our new flagship boutique in such an incredible location and look forward to welcoming our London customers as well as watch enthusiasts from all over the world. The club-style lounge is a friendly nod to the ever-growing community of A. Lange & Söhne collectors in the United Kingdom. The opening of our new London premises is also a special moment for us because of our historical ties to the city, which played a decisive role in the brand's international success in the mid-19<sup>th</sup> century: In 1851, Ferdinand Adolph Lange presented his watches at the World Exhibition in London."

The new A. Lange & Söhne flagship boutique is located at 29 Old Bond Street, W1S 4QG London.

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#### **About A. Lange & Söhne**

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony's precision watchmaking industry when he established his manufacture in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after World War II, and the name A. Lange & Söhne nearly vanished. In 1990, Ferdinand Adolph Lange's great-grandson, Walter Lange, had the courage to relaunch the brand. Today, Lange crafts only a few thousand wristwatches per year, predominantly in gold or platinum. They are equipped exclusively with movements made in-house that are elaborately finished and assembled by hand. With 75 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Its greatest achievements include the LANGE 1, the first regularly produced wristwatch with an outsize date, and the ZEITWERK, with its precisely jumping numerals. Extraordinary complications such as the ZEITWERK MINUTE REPEATER, the DATOGRAPH PERPETUAL TOURBILLON and the TRIPLE SPLIT represent what the manufacture always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS in stainless steel marked the beginning of a new chapter for the manufacture.

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