

Panerai opens the doors to its first ever boutique in Stuttgart

Panerai strengthens its presence in Germany with the opening of its first boutique in Stuttgart, located in the city's vibrant centre near Karlsplatz, in collaboration with leading retailer Gerhard D. Wempe GmbH & Co. KG. The new address reflects the Maison's ongoing commitment to expand its distribution network in key markets.

"The opening of our new Stuttgart address, in collaboration with our long-standing partner Gerhard D. Wempe GmbH & Co. KG, marks a true milestone for Panerai, further strengthening our presence in such an important market. We are very proud to inaugurate this new space, designed to offer a unique and engaging customer experience, showcasing our Maison's history alongside our technical innovations, blending Italian design with performance of Panerai's professional watches" comments Emmanuel Perrin, CEO of Panerai.

"The decision to open a Panerai boutique in Stuttgart is a clear commitment to a location where our family business has been at home since 1972. For us, the city represents economic strength, precision, and style. With the opening in the heart of the Dorotheenquartier, we offer discerning customers a perfect stage for Italian design, maritime tradition, and Swiss watchmaking. Together with Panerai, we have created a place where time can be experienced", says Kim-Eva Wempe, owner and managing partner of Gerhard D. Wempe GmbH & Co. KG.



The boutique sits within a recently redeveloped, highly contemporary setting. Defined by clean architectural lines and a striking sense of verticality, the boutique stands out for its impressive ceiling height and expansive glass frontage, creating an open visual dialogue between the interior and the street. Light becomes a defining element of the space, echoing Panerai's historic association with luminescence, precision, and performance.

Covering 49 square metres, the boutique follows a layout that favours clarity and movement. At the entrance, a dedicated Watch Bar embodies Panerai's contemporary interpretation of Italian hospitality, offering clients a relaxed and personal welcome into the brand universe. The presence of this informal space supports a more intuitive and experiential approach to the retail journey.

The interior design reflects Panerai's balance between functional engineering and refined material choices. Grey stone flooring defines the main retail path, while darker marble introduces depth in the bar zone. Elements in natural wood—including full-height panelling—bring texture and warmth, engaging in a subtle dialogue with the locality and its architectural context.

Designed to offer a complete brand immersion, the Stuttgart boutique continues Panerai's mission to bring its clients closer to the values of Italian design, Swiss technical expertise, and a contemporary spirit rooted in legacy.



Panerai

Founded in Florence in 1860 as a workshop, shop and subsequently school of watch-making, for many decades Panerai supplied the Italian Navy and its specialist diving corps in particular with precision instruments.

The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

Today Panerai develops and crafts its movements and watches at its Neuchâtel manufacture. The latter are a seamless melding of Italian design flair and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques.

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