ROGER DUBUIS
HORLOGER GENEVOIS

PRESS RELEASE

ROGER DUBUIS OPENS IN BANGKOK, THAILAND

The renowned Geneva watchmaker, Roger Dubuis, together with TKI, is delighted to announce the opening of a new boutique in Bangkok, Thailand. Located within the premier shopping mall of Siam Paragon, the immersive new space spans approximately 100 square metres, offering a prestigious horological experience of discovery, connection, and conversation.

The boutique reveals a contemporary interior of warm tones and contrasting materials, including wood, metal and stone, which all combine to create a naturally modern setting. The Maison's signature red colour is featured throughout the watch displays.

Immediately upon entering, guests are transported into the universe of the Horloger Genevois as they are welcomed by a portrait and a quote of the Maison's founder, master watchmaker Roger Dubuis.

An exhibition space is created to display Roger Dubuis designs of the past and the present. Rare historical watches shine next to recent creations, such as the Excalibur Biretrograde Perpetual Calendar and the Excalibur Biretrograde; watches highlighting the connection to the Maison's heritage of renowned complications. Also on display is the Excalibur Lady of the Lake, a timepiece the embodies Roger Dubuis' feminine creations.

The boutique is also a space where local artistry and culture is celebrated. Starting October 2026, an exclusive sculpture crafted by Trimode Studio will inaugurate a rotating exhibition of artists. "Engine of Presence" is specifically inspired by Roger Dubuis' precision movements and the Thai Buddhist concept of time as a mindful presence. Taking the form of a vertical oval, it evokes a balance wheel and a breathing body, symbolizing continuity and encouraging viewers to slow down and observe its shifting moiré effect. The sculpture is crafted from sustainable bamboo, bridging Thai cultural heritage with modern Geneva innovation.

Furthermore, a striking mosaic wall of ceramic, inspired by local culture, helps to carry guests between the entrance and the boutique's open areas. Private consultations are available with the boutique's intimate lounge, while the versatile Discovery Room hosts watchmaking workshops and events, facilitating deeper engagement with Roger Dubuis storytelling.

Edouard Guibert, Roger Dubuis Managing Director for Southeast Asia, says, "Opening our new Roger Dubuis boutique gives us a wonderful opportunity to engage with the passionate watch community in Bangkok and across Thailand. This country holds a very significant place in the wider Southeast Asia market, and everyone here has a strong understanding of high watchmaking. We are therefore particularly excited to share the creativity and savoir-faire that define our Maison."

Chief Operating Officer of the TKI Group, Mr. Phuris Bunjapamai, says, "Watch culture in Thailand is constantly growing, which makes it a great time for a Maison like Roger Dubuis to establish a connection with a community of aficionados in the country. The Maison's timepieces are made with

extreme precision and craftsmanship, and are produced in limited quantity in its Geneva Manufacture. As Roger Dubuis continues to showcase some of the highest quality in modern watchmaking, it's a pleasure to welcome the Maison to Thailand."

For the knowledgeable watch community of Thailand, the new Roger Dubuis boutique is a chance to fully explore and experience the Maison's expressive high watchmaking.

Roger Dubuis Siam Paragon boutique is open from Monday to Sunday, from 11:00 am to 8:00 pm. To plan your visit, book an appointment on Roger Dubuis website or call: +(662) 129 4758.

ABOUT ROGER DUBUIS

Representing an unexpected blend of distinctive character and horological expertise, Roger Dubuis has been at the forefront of expressive watchmaking since 1995. With the bold invention of Hyper Horology™, the Maison has become renowned for its limitless obsession with conceiving, designing and shaping the future of Haute Horlogerie - the values of pleasure, freedom, and madness fuelling its disruptive attitude. Sustained by its fully-integrated manufacture, where every caliber is made in-house, Roger Dubuis commits to performance and strives for excellence. Rewarded by the Poinçon de Genève certification, their traditional yet contemporary masterpieces are a demonstration of radical skill and ancestral craftmanship, which the Maison reinterprets year after year with fervid creativity and innovative materials. With this avant-garde and daring energy, Roger Dubuis is bringing its collections to an exclusive circle of clients and friends.