



CAPELO and MNA
Watches of Switzerland
New York, USA

Watches of Switzerland

CAPELO & MNA design Watches of Switzerland SoHo Flagship in New York City.

London-based design consultancy CAPELO and New York-based MNA have collaborated to design the new flagship store for luxury retailer, Watches of Switzerland. Located in the heart of the fashionable SoHo district of New York, it is the first showroom in New York City, and the second in its new USA portfolio.

The design teams' brief was to create a showroom synonymous with this premium brand, which would also reflect the character of the SoHo district and the fabric of the historic building. With more than 8,300 square feet of retail space, the boutique has a stylish palette of materials including exposed brickwork, oak floors, decorative tin tile ceilings, blackened steel architectural details and stainless steel fixtures.

The New York store offers the consumer a shopping experience that includes an unparalleled collection of timepieces from longstanding Watches of Switzerland brand partners – Patek Philippe, Rolex, Omega, Cartier, Breitling, Hublot, Ulysse Nardin, Girard-Perregaux, Tag Heuer, and Longines – along with a special offering of vintage timepieces, an in-house cocktail bar, a curated library of collectible watch books and an evolving collection of photographic artwork.

Generous 12-foot ceiling heights combine with original cast-iron

columns, featuring decorative capitals, to create a spacious, elegant first-floor retail space. Blackened steel-frame glazed partitioning delineates the individual spaces, maintaining cohesiveness across the floor. Shop-in-shop units are positioned around the perimeter, while other leading watch brands are located within the multi-branded area surrounding the central staircase.

In contrast to the ground-floor retail space a cocktail bar, designed in partnership with Death & Co., one of New York City's most influential cocktail lounges, provides the focal point to the lower-ground floor, its oak and marble counter, with brass and woven leather details, adds a touch of sophistication. The space is a respite for shoppers and a gathering place for enthusiasts alike.

For the more literary-minded shopper, an intimate library/bookshop, curated by Esquire Fashion Director and noted watch enthusiast, Nick Sullivan, includes a range of books from biographies to anthologies to coffee table favourites.

Lynda Murray, Director at CAPELO comments, "With all needs catered for, the customer's visit will benefit from carefully considered, luxury store design and the exceptional level of customer experience for which Watches of Switzerland is renowned."

The collaboration between the design team – CAPELO and MNA – will continue with a second New York store due to open at the new Hudson Yards development on Manhattan's West Side.

Client – Watches of Switzerland
Architectural and interior design consultancy – CAPELO & MNA
Lead consultant/project manager – Watershed Partners, Inc.
Services Consultant – Rosini Engineering
Main contractor – Shawmut Design & Construction
Millwork contractor – Norclair
Photo credit – Peter Murdock

CAPELO
+44 (0)20 3870 4032
www.capelo.design

MNA
+1 212 675 2285
www.mnarch.com

