

## FIRST UK RICHARD MILLE BOUTIQUE OPENS IN HARRODS NEW FINE WATCH ROOM

Richard Mille has unveiled its first UK Boutique in the prestigious new Fine Watch Room at Harrods.

The 18 square meter space will showcase a complete range of Richard Mille timepieces, including tourbillons and limited editions as well as its latest releases such as the RM 030 with declutchable rotor, the RM 032 divers watch, the extra flat round shaped RM 033 and the RM 038 Bubba Watson tourbillon.

The Boutique's architectural concept perfectly defines the essence of the Richard Mille brand: exquisite "haute horlogerie" with a contemporary interpretation. All the furniture is part of a new in-house design concept, specifically developed for the brand's flagship boutiques.

Entering the new Fine Watch Room one can immediately see the three dimensional, extra-clear glass Richard Mille watch sculpture, a distinctive feature of all Richard Mille boutiques and which gives the impression of entering into the heart of the movement.

The eight watch displays in the main area are finished in dark ebony wood and stainless steel to set the tone of a minimalistic yet powerful product presentation. Its ergonomically designed curves symbolize Richard Mille's distinctive watch cases. A dedicated VIP lounge area invites visitors and watch collectors to sit back and enjoy learning about the technical aspects and most relevant features of Richard Mille timepieces, demonstrated by Harrods experienced team of watch professionals.

Richard Mille is one of a selected number of high-end watch brands chosen by Harrods to create their own boutique space. Situated alongside the original fine jewellery room, the new Fine Watch Room at Harrods will play host to Europe's largest watch collection, providing clients with an elegant and sophisticated environment to view the widest selection of fine timepieces, carefully curated by Harrods expert buying teams.