

October, 2024

## **FRANCK MULLER OPENS FLAGSHIP BOUTIQUE IN MACAU A SPLENDID NEW CHAPTER BEGINS**

@FranckMuller\_HKMacau #FranckMuller #FranckMullerHK #FranckMullerHKMacau

Macau – FRANCK MULLER, the prestigious horological brand renowned for its exquisite watchmaking craftsmanship and exceptional designs, is pleased to announce the opening of its flagship boutique in Macau on October 1, 2024. The significant move marks FRANCK MULLER’s expansion into the Greater China Market, aiming to showcase the masterpieces of the “Master of Complications” to local customers and the steady stream of tourists to Macau, while providing the unique and luxurious shopping experience.

This brand-new FRANCK MULLER boutique will be in the Shoppes at Venetian at The Venetian® Macao-Resort-Hotel, Cotai, Macau, a hub for international luxury brands. The boutique’s design seamlessly blends modern and traditional elements, epitomizing the essence of FRANCK MULLER. The decor is based on high-quality materials, and the interior space features a sophisticated color palette of taupe and gold, creating an ambiance that emanates natural texture and luxurious comfort. The lighting has been meticulously designed, with soft lights casting a gentle glow that highlights each timepiece in the display cabinets, showcasing the unique charm and horological craftsmanship of FRANCK MULLER.

The boutique features a number of display areas that showcasing different collections of FRANCK MULLER, including classic series, limited editions, and the latest launched series. Customers can experience the quality of the timepieces and explore the stories and craftsmanship behind them. The fluid and comfortable layout of the shop provides a perfect combination of luxury and taste, making the shopping experience a pleasure for every customer.

FRANCK MULLER is strategically attracting a large number of international tourists and local customers by opening the boutique in the renowned tourist hotspot of Macau. This is undoubtedly an important milestone for the brand, marking a sustainable development in the Greater China market. The opening of this boutique not only symbolizes FRANCK MULLER’s dynamic expansion into this vibrant market but also represents a significant step in enhancing the brand’s presence in the world of the luxury horology sector. With the unveiling of the FRANCK MULLER Macau flagship boutique, customers will be able to appreciate the newly launched Asia-pacific exclusive items, such as the new Vanguard Slim collections – including Vanguard Lady Slim Vintage, the first Vanguard Slim ladies offering, as well as the Vanguard Dragon Slim Skeleton, a limited edition that incorporates the distinctive elements of Chinese traditional culture with a dragon theme.



# FRANCK MULLER

## GENEVE



Vanguard Lady Slim Vintage – offers the best of watchmaking tradition, blending vintage elegance with the technical prowess of a contemporary movement. It is in a 35-millimeter case and the case thickness is only 9.1 millimeters, making it an ideal feminine accessory for the sophisticated, elegant lady. Thanks to a very flat movement manufactured in-house, this automatic winding movement offers a power reserve of 42 hours. The aesthetics of the collection evoke a vintage heritage, playing on themes of light and color. Among the pastel colors, mint green, lead gray, magenta, purple, beige and pink have been selected.



Another new collection includes three exceptional timepieces themed on the mythical dragon - the Vanguard Dragon Slim Skeleton, consisting of three bejeweled references of the Vanguard Slim Skeleton. The watches all bear a customized rotor that has been engraved with a dragon, which appears to coil around and protect the movement like a mystical guardian. It is revealing FRANCK MULLER's mastery over design and style. Many of the features that have made the Vanguard Slim Skeleton such a popular timepiece among aficionados still remain. Of note is the skeletonized movement, which was originally developed specially for the svelte profile of the Vanguard Slim. Just 10 pieces of each reference will be available – exclusively in the Asia Pacific region, no less.

FRANCK MULLER warmly welcomes all to visit the brand-new boutique in Macau, China, to explore the latest collection of timepieces, partake in this exceptional experience, and witness the perfect combination of luxury and horological craftsmanship.



**FRANCK MULLER**  
**GENEVE**

**FRANCK MULLER – THE VENETIAN:**

**Address:** Shop 008, Level 3, Great Hall, Shoppes at Venetian at The Venetian® Macao-Resort-Hotel, Cotai, Macau

**Opening Hours:**

Sun - Thu: 10:00 AM - 11:00 PM

Fri – Sat: 10:00 AM - 00:00 midnight

*\*Shop opening hours may be subject to change\**

**TEL:** +853 2883 1624

*FRANCK MULLER HK & Macau's social media accounts are @FranckMuller\_HKMacau (Instagram) and @FranckMullerHKMacau (Facebook). Website is [franckmuller-asiapacific.com](http://franckmuller-asiapacific.com).*

**About the House of FRANCK MULLER**

Founded in 1991 by master watchmaker FRANCK MULLER and watchmaking specialist and entrepreneur Vartan Sirmakes, the House of FRANCK MULLER is one of the most acclaimed independent watch companies in contemporary watchmaking. An award-winning brand, FRANCK MULLER is known for its highly exclusive technical complications, many of which are proprietary innovations, produced in-house within its Manufacture in Genthod, Geneva, endearingly known as Watchland. With more than 50 world premieres and patents, FRANCK MULLER has been dazzling the world with creations that have been received with great enthusiasm by watch connoisseurs and celebrities alike throughout the world, and designs that represent major technical advances in the history of haute horlogerie.

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