



Designed to reflect the mechanisms of a watch, 'The Watch Collection' is a store tethered to mimicking the "Faces of Time".

Providing a clear differentiation between luxury and fashion watch segments through the ideas of Lifetime (for luxury and premium heritage watch brands), Goodtimes (for fashion watches for all occasions) and Pasttimes (for limited thematic watch brand animations), 'The Watch Collection' caters to all clients.

With an entrance meant to convey the idea of stepping through a looking glass, the store is designed in a way that makes the process of buying a watch - be it a luxury, premium or fashionable one - an experience that leaves an impression.



1
country



3
stores