

Shinsegae DF ups luxury ante with Jaeger-LeCoultre 'Grand Maison' shop

Shinsegae Duty Free has announced it has opened the first 'Grand Maison' duty free shop for Jaeger-LeCoultre in Korean duty free.



Situated at the travel retailer's flagship Myeongdong department store in Seoul, the concept shop boasts a contemporary and inviting façade and video screen depicting the craftsmanship invested in creating the Swiss luxury timepieces.

The same modern, premium feel is replicated inside, allowing customers to peruse from the product ranges and learn about Jaeger-LeCoultre's history and watchmaking traditions.

ONE-STOP LUXURY SHOP



On-shelf standout is achieved through the Rendez-Vous Tourbillon (left), valued at around \$90,000 and made exclusively in Korea.

It features mother-of-pearl and diamonds set against a case in a pink gold hue.

Shinsegae Duty Free continues to expand its global luxury brand lineup with the construction of this unique shop, said a Shinsegae Duty Free spokesperson. The eight and ninth floors of our Myeongdong location are established as a hall for luxury brands worldwide.

We strive to become a single duty free shop where customers can personally experience the value of various luxury brands in Seoul, just as Jaeger-LeCoultre's motto of 'A whole other world on your wrist in just one watch' implies.