

## **CORTINA WATCH OPENS THAILAND'S MOST LUXURIOUS WATCH BOUTIQUE AT ERAWAN BANGKOK**

**Bangkok, Thailand 16 February 2005** – Cortina Watch, Singapore's leading luxury watch retailer has made use of 427 square meters of retail space at the new Erawan Bangkok to open '**Cortina Watch Espace**', probably Thailand's largest and most luxurious watch 'boutique' to date.

In this expansive retail space, Cortina Watch will take watch retailing in Bangkok a step further with its unique and exclusive retail concept – *which won the BEST RETAIL CONCEPT 2001 awarded by Singapore Retailers Association and supported by Singapore Tourism Board* when it first opened in Singapore at Millenia Walk in May 2001.

Designed with generosity, grandeur and opulence, the **Cortina Watch Espace** located at the heart of the shopping belt in Bangkok at Erawan Bangkok is truly an indulgence of space where shoppers will be spoilt for choice! It houses 8 individual 'shop-in-shop' brand boutiques within it namely *Audemars Piguet, Cartier, Chopard, Concord, Jaeger-LeCoultre, Omega, Patek Philippe* and *Rolex*, each with its own brand identity. Over 20 other international brands offering a wide selection of timepieces, writing instruments, watch boxes and accessories which fringe the perimeter of the boutique are also available.

A highlight of the **Cortina Watch Espace** is The Private Room where watch connoisseurs can view a collection of rare and highly prizes timepieces in privacy and total comfort, over gourmet coffee or a glass of wine, for a truly pampering experience. Customers can also lounge with a book from the room's library on timepieces or view selected videos on watchmaking with surround effect on the 60' plasma TV installed. The Private Room also allows for private events like product launches or a cosy get-together for watch lovers.

An 'Exhibition Lounge' nestled within the 'Espace' immediately facing the main entrance allows new and budding watch creators to display their unique timepieces which will be of special interest to watch collectors, and where our brand partners can host larger scale watch exhibitions here from time to time.

Over 30 million baht was invested in creating this **Cortina Watch Espace** here at Erawan Bangkok for the enjoyment of its customers. Shoppers and visitors to **Cortina Watch Espace** here at Erawan Bangkok can expect to view an extensive selection of over 20 different luxury brands and writing instruments and experience the same level of customer service that is the common thread found in all its 11 boutiques spread across Asia.

"The market potential in Thailand is immense and pivotal to the success of the company. Our entry into Thailand is also part of the company's overseas expansion strategy. It is thus timely and opportune for Cortina Watch to establish its presence in Erawan Bangkok, a development whose retail concept perfectly reflects the Cortina Watch Espace persona and experience" said Mr Anthony Lim, Founder and Managing Director, Cortina Holdings Ltd.

"The opening of **Cortina Watch Espace** marks an important milestone in our company's history. We hope to raise our corporate profile through our expansion in Thailand. This will help to enhance our brand identity, which is key to our growth strategy and put us in a stronger position to tap new markets when opportunities arise," added Mr Lim.

"We are honoured to have this privilege to partner Cortina Holdings Limited in the establishment of Cortina Watch Espace here in Bangkok, Thailand. Their vast knowledge and experience in the luxury watch market, extensive network and strong brand presence will certainly raise the profile of watch retailing here. We hope to offer all our shoppers and visitors one of the finest retail experiences in their selection and purchase" adds Mr Budhinakorn Chatikaratana, Chairman, Cortina Watch (Thailand) Co. Ltd.

### **Note to Editors**

The latest addition under the Cortina Watch umbrella of retail outlets is Cortina Watch Espace at Erawan Bangkok in **Thailand** which is probably the country's largest and most luxurious. Cortina Watch (Thailand) Co. Ltd was incorporated in 2003 with a capitalisation of 115 million baht. The parent company Cortina Holdings Limited was listed on the main board of the Singapore Stock Exchange in 2002.

Cortina Watch is also the sole distributor for Andersen Geneve, Carlo Ferrara, Jean-Mairet & Gillman, Montre Royale, Scalfaro and Schwarz Etienne in South East Asia. It is also the exclusive retailer for Blancpain (Singapore, Malaysia and Indonesia); Gerald Charles (Singapore), Omega *Bijoux* (Singapore and Malaysia) and Van Cleef & Arpels (Singapore).

For more information on Cortina Watch, please visit [www.cortinawatch.com](http://www.cortinawatch.com)

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