

GIRARD-PERREGAUX
Timeless & Boundless Travel

Grand Opening of the First GP Boutique in Beijing

The Launch of ww.tc Special Edition, the ww.tc Jewellery

On October 17, the Grand Opening of the first GIRARD-PERREGAUX boutique in Beijing's landmark financial district also served to inaugurate the remarkable "GIRARD-PERREGAUX Timeless & Boundless Travel". The events were the capital's big buzz on the day and were well attended by insider elites. To mark the establishment of the first ever GIRARD-PERREGAUX boutique in China, GIRARD-PERREGAUX created the ww.tc Jewellery Special Edition, which was unveiled at the Gala Dinner held in The China Oil Painting Academy on the night of the Boutique Opening. During the dinner, four GIRARD-PERREGAUX antique watches over one hundred years old were displayed, along with the whole ww.tc family. These exhibits truly reflect the timeless elegance of GIRARD-PERREGAUX craftsmanship.

GIRARD-PERREGAUX was founded in 1791 in Geneva, the Holyland for watches, and is one of the few surviving watch manufacturers from the 18th century. GIRARD-PERREGAUX is not only renowned for its three gold-bridge tourbillon, but also for being the leading authority in manufacturing Haute Horlogerie. As a result of its consistent standards in precision mechanics, a refined aesthetic taste and its inexhaustible inspirations, GIRARD-PERREGAUX, has succeeded in demonstrating its philosophy of catching the beauty of the moment and of creating a sense of eternity.

GIRARD-PERREGAUX officially entered the Chinese market in 2003 and has achieved tremendous results. This Boutique in Beijing's Financial Street is only the third opening in the world for GIRARD-PERREGAUX, which marks a major milestone in the brand history. In order to celebrate this grand event and to highlight its significance, Dr. Luigi Macaluso, President of GIRARD-PERREGAUX, came to Beijing personally, together with Mr Nash Benjamin, CEO of FJ Benjamin. Dr. Luigi Macaluso said excitedly that "We are very proud to inaugurate the Beijing GIRARD-PERREGAUX Boutique which marks great advances for GIRARD-PERREGAUX in the China market. I am glad to announce that by the end of the year GIRARD-PERREGAUX will open yet another GIRARD-PERREGAUX Boutique in Plaza 66 in Shanghai which will truly fulfill GIRARD-PERREGAUX's commitment to our Chinese consumers."

Mr. Nash Benjamin said confidently that GIRARD-PERREGAUX had expanded to 29 points of sale in 15 cities since they first introduced GIRARD-PERREGAUX to China four years ago. The Beijing GIRARD-PERREGAUX Boutique was a fresh start and the imminent opening of the Shanghai GIRARD-PERREGAUX Boutique will mark another milestone. He said they were full of confidence and high expectations for the future and wished to offer consumers the high degree of comfort and the fantastic shopping experiences they deserve.

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In order to celebrate the grand opening of the Beijing GIRARD-PERREGAUX Boutique, Dr. Luigi Macaluso and Mr. Frank Benjamin brought ww.tc Jewellery Special Edition to the gala dinner. On the wrist of an elegant model, ww.tc Jewellery Special Edition revealed its dazzling charm.

In addition to the remarkable Special Edition, other series of ww.tc were also on show. Early series like ww.tc Chronograph, ww.tc Power Reserve, ww.tc Tourbillon with 3 gold bridges, and ww.tc Perpetual Calendar were displayed, and also the latest ww.tc Financial as well as the ww.tc Lady for the more elegant lady. However the highest accolades should go to some cherished GIRARD-PERREGAUX antique watches: the ww.tc Silver Pocket Watch, the Double-sided Pocket Watch and the Wall Clock, which were manufactured in the 19th century. These rare treasures, together with the rest of the ww.tc family, displayed a vivid outline of the GIRARD-PERREGAUX history.

With cases of white gold or rose gold, the ww.tc Jewellery Special Edition is luxuriously inlaid with 278 elegant diamonds (4.07 carats) and completed with a crocodile or satin watchstrap for different occasions. Moreover, inheriting GIRARD-PERREGAUX's symbolic design of double crowns, the Special Edition wristwatch enables wearers to read the hours of 24 time zones simultaneously.

Enlivened by music from the Red Poppy Percussion, the gala dinner gathered together distinguished guests from various fields with over 100 Asian media in attendance. The display of ww.tc Special Edition and other treasures enabled every guest to touch GIRARD-PERREGAUX's cherished moment of beauty and eternity.

~The End~

This press release is issued by Octagon Greater China Ltd. on behalf of GIRARD-PERREGAUX and F J Benjamin. For enquiries, please contact:

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