

**Press release**

**Patek Philippe Geneva  
November 2009**

**Patek Philippe revamps its Paris showrooms**

**The Patek Philippe Salon on famous Place Vendôme in Paris reopened in late September after comprehensive enlargement, renovation, and remodeling work. Now, customers from France and the entire world can explore the stimulating spaciousness and cultivated ambiance of this oasis of genuine luxury. The official inauguration of the salon in the first week of November was an ideal opportunity for the Geneva workshops to present their new manufacture chronograph caliber and the first wristwatch chronograph to premiere as a ladies' model.**

Patek Philippe has always had a special liaison with Paris. It was in this city, during the 1844 French Industrial Exposition, that aesthete Antoine Norbert de Patek met virtuoso watchmaker Jean-Adrien Philippe. It was an encounter that would have a decisive impact on the future of the manufacture. In 1986, Patek Philippe opened its first salon outside Geneva in a charming retail property on Avenue Montaigne just off the River Seine. Then, in 1995, Patek Philippe was the first major watchmaking company to establish its own exclusive presence on Place Vendôme, a fabled venue with one of the world's finest suites of show windows in the domains of jewelry and haute horlogerie. The company's own timepieces had already been on display here for many years. So meanwhile, 10 Place Vendôme has been a preferred address for devotees of exceptional watches for 15 years.

**Redesigned to enchant**

After the renovation of the historic Patek Philippe Salon on Rue du Rhône in Geneva was completed, the company resolved in 2009 to totally redesign its enclave in Paris on Place Vendôme as well. The acquisition of an adjacent property made it possible to considerably enlarge the showrooms. They now occupy two floors and include reception lounges for personally welcoming visitors, for press conferences, and for a variety of events dedicated to the heritage and culture of Patek Philippe. The Art Deco-inspired interior exhibits the same blend of classic and modern elements as the Patek Philippe salons in London and New York, bringing together precious materials such as marble, alabaster, rosewood, and maple – with special emphasis on wrought-iron art that perfectly matches the “Grand Siècle” architecture on Place Vendôme. To extend a cordial welcome to French and international customers, the focus was on luxury, comfort, and hospitality, and the result is an ambiance that best represents the synergy of tradition and innovation for which the manufacture stands. Closed to the public since the end of May 2009, the Patek Philippe showrooms in Paris reopened in late September.



### **A new “home-made” chronograph movement**

The official inauguration of the refurbished Patek Philippe salon attended by the Geneva-based manufacture’s presidents Philippe and Thierry Stern showcased a new chronograph that was conceived, developed, and manufactured entirely in-house. The CH 29-535 PS movement is a traditional column-wheel caliber, the most regal design of a mechanical chronograph. It incorporates six patented innovations that enhance the reliability, functionality, and performance of the chronograph. Like all Patek Philippe movements, this caliber is a paragon of aesthetics, precision, and craftsmanship. And it enriches the Patek Philippe portfolio of movements that now encompasses 21 basis calibers in 45 versions.

### **The chronograph turns feminine**

The second surprise will certainly delight ladies. Instead of launching a complicated movement in a new men’s model, Patek Philippe decided to break a habit and first present the new caliber in a wrist chronograph destined to gracefully premiere on the wrists of ladies – hence its name “Ladies First Chronograph”. The Ref. 7071R wrist chronograph has a case in 18K rose gold that was inspired by the workshops’ 1930s Art Deco watches. The sleek, readily legible, and tastefully balanced dial has off-center subsidiary dials with asymmetric scales as enchanting accents. Its feminine appeal is underscored by 136 round-cut diamonds that are set in an original manner around the dial beneath the sapphire-crystal glass. This striking instrument seductively combines technical perfection with artisanal excellence. At once casual and assertive, it will appeal to the growing number of women who pursue active lifestyles and are attracted by the fascination of complicated mechanical timepieces.

PRESS



### Renovation of the Building

Builder's representative  
 Architecture  
 Interior architecture  
 Decorator

Vincent Marchelli - Genève  
 Alpha International - Paris  
 Claude Duccini - Genève  
 Patrick Gaguech

### Some Figures

Total volume of building	1 081 m <sup>3</sup>
Of which:	
Basement and reserves	68 m <sup>3</sup>
Administration	281 m <sup>3</sup>
Showrooms	732 m <sup>3</sup>
Total floor area	358 m <sup>2</sup>
Of which:	
Basement and reserves	30 m <sup>2</sup>
Administration	90 m <sup>2</sup>
Showrooms	238 m <sup>2</sup>
Of which:	
Ground floor	148 m <sup>2</sup>
Second floor	90 m <sup>2</sup>

### Important Dates

Occupancy of building by Patek Philippe	February 1995
Salon renovation project	2009
Demolition permit No: 075 101 09/0001V0001	May 7, 2009
Commencement of work:	
Administration	April 13, 2009
Showrooms	May 25, 2009
End of construction work	September 2009
Official inauguration	November 4 and 5, 2009

Reopening of showrooms:

September 28, 2009