

## **PRESS RELEASE**

### **ONE TO WATCH: TISSOT OPENS UK FLAGSHIP BOUTIQUE IN COVENT GARDEN**

11<sup>th</sup> December 2023

For immediate release

Shaftesbury Capital has announced **Tissot**, the Swiss watch brand owned by the Swatch Group, has opened its debut flagship boutique in the vibrant and historic district of Covent Garden, representing the brand's only standalone store in the UK. This new location marks a significant milestone for Tissot as it continues to expand its presence in one of London's most iconic shopping destinations.

Tissot's Covent Garden flagship, located at 7 James Street, showcases its broad selection of premium watches for men and women, both young and ambitious. Over 170 years, Tissot have learned that *'there is no progress without staying focused'*, boasting exceptional materials and sports functionalities, combined with Swiss-made craftsmanship and precision. In a modern, inviting atmosphere, the boutique stocks new products and crowd-favourite collections including the Tissot PRX, Seastar, T-Touch Connect, and Le Locle.

Tissot's debut flagship further enhances and diversifies the strong luxury watch and fine jewellery portfolio across the Covent Garden estate, joining global brands **Bucherer, Hublot, OMEGA, Tag Heuer, Tiffany & Co. and TUDOR**, as well as recently opened **Messika** and **Girard-Perregaux**.

**Michelle McGrath, Executive Director, Shaftesbury Capital**, commented: *"Tissot has been an innovator within the watch industry for decades, boasting a rich heritage and historic brand journey. At Covent Garden, we endeavour to present the very best of retail across multiple categories, and there is a clear opportunity for Tissot to thrive and deliver timeless pieces and extend the range on offer for our visitors."*

**Sylvain Dolla, CEO of Tissot** added: *"As we celebrate over 170 years of watchmaking heritage, this expansion in the heart of London and the popular Covent Garden specifically, is a significant stride in bringing our own blend of tradition and modernity to a broader audience. We look forward to offering our customers an immersive experience that reflects the spirit of Tissot."*

This announcement follows recent openings of luxury perfume house Creed at 14 King Street, the debut flagship of contemporary demi-fine jewellery brand Missoma at 46 Monmouth Street and the first permanent brick-and-mortar store for independent British womenswear retailer Odd Muse at 33 Monmouth Street.

**-Ends-**

For further information, please contact Felicity Gale, Claire Cowan, or Alice Bingley at Aver PR:

[coventgarden@averpr.com](mailto:coventgarden@averpr.com)

## **Notes to Editors**

### **About Shaftesbury Capital PLC**

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.

[www.shaftesburycapital.com](http://www.shaftesburycapital.com)

### **Our purpose**

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

### **About Covent Garden:**

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

[www.coventgarden.london](http://www.coventgarden.london)

@coventgardenldn

### **About Tissot:**

Tissot, watchmakers blending tradition and pioneering spirit since 1853. Nestled in the Swiss mountains of Le Locle, Tissot crafts watches that become the storytellers of life's voyage: it's not just the destination that matters, but the importance of the path filled with significant milestones and unforgettable memories. The brand's ambassadors, including American basketball star Damian Lillard, Italian motorcycling sensation Enea Bastianini, Slovenian cyclist Primož Roglič, and Chinese Actors Liu Yifei and Simon Gong exemplify the hours of dedication preceding one's excellence. On a broader stage, Tissot also partners with the NBA, MotoGP™, and the Tour de France as their Official Timekeeper. Discover Tissot's collections: T-Touch, PRX, Chemin des Tourelles. Every Swiss timepiece crafted embodies a fusion of heritage and innovation, and while priced accessibly, stands as an enduring legacy defying the constraints of time. Going beyond watchmaking and timekeeping, Tissot accompanies individuals in every moment, celebrating not only the achievements, but the journey itself.

For further information, please contact Kristel Papagna, Tissot PR Manager UK & Ireland:

[Kristel.papagna@uk.swatchgroup.com](mailto:Kristel.papagna@uk.swatchgroup.com)

[www.tissotwatches.com](http://www.tissotwatches.com)

@Tissot\_Official