

## Press release

**Patek Philippe Geneva  
November 2022**

### **The Maison Patek Philippe in Shanghai Celebrates its 10th Anniversary**

**Inaugurated in October 2012, the Maison Patek Philippe Shanghai – to which the Maison Patek Philippe Beijing was added in 2014 – celebrates ten years of success in a booming market of collectors and enthusiasts. This important anniversary will be honored with a special exhibition presenting the world of Patek Philippe from November 10 to 18, 2022 and with the launch of a limited edition of the World Time Ref. 5230P-010 in platinum featuring a dial center in the colors of China.**

Patek Philippe entered the Chinese market in 2005 by opening a boutique in Shanghai with the Melchers Group, its long standing-partner in Southeast Asia, which was soon followed by a second boutique in Beijing in 2008. On 18 October 2012, the Manufacture confirmed its long-term commitment to China by inaugurating a new and exclusive place in Shanghai called Maison Patek Philippe. A branded venue designed to introduce Chinese customers to the creations, heritage, philosophy and values of the last independent, family-owned Geneva-based watchmaker.

#### **An Exclusive Venue**

The Maison Patek Philippe in Shanghai is set in the historic Bund district, the famous quay along the Huangpu River, located within the former international concession and bordered by sumptuous colonial and neoclassical buildings. Located at No. 33 Waitanyuan Boulevard, near the mouth of the Suzhou River, it occupies the former residence of the British Consul. This elegant residence, built in 1872 in an architecture combining European and Chinese influences, was classified as a historic monument in 1994. The major restoration work started by Patek Philippe in 2010 focused on preserving the original wood and brick structure laid out on two floors. It required the collaboration of more than 20 different trades. Furniture, rugs, fabrics and decorations from Switzerland, France and Italy endow this place with a very European touch, in harmony with the Patek Philippe spirit. The finest details and objects were carefully chosen to reflect the refined universe of the brand.

#### **An Intimate Setting**

The purpose of the Manufacture in creating the Maison Patek Philippe in Shanghai, then that of Beijing (the only two authorized points of sale in mainland China), was to provide Chinese customers with the warm and welcoming atmosphere of a private Salon, coupled with first-class service – as if they were personally hosted in Geneva. China represents a booming market for Patek Philippe, with a growing number of enthusiasts and collectors demonstrating ever more in-depth knowledge of the brand. The Manufacture wanted to offer them an intimate place to discover all the creativity and know-how of its watchmakers and craftsmen. Covering an area of 1,227 square meters on two levels, the residence spans nine rooms, including a large exhibition hall on the ground floor allowing visitors to admire all the creations currently available. With the Patek Philippe Salons in Geneva, London and Paris, the Maisons Patek Philippe in Shanghai and Beijing are the only points of sale in the world presenting the entire

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current collection of the Manufacture. The first floor showcases Grand Complications, refined jewelry watches and Rare Handcrafts timepieces. Dedicated spaces also allow collectors and lovers of beautiful watches to share their passion and knowledge of fine watchmaking.

### Outstanding Customer Service

Emphasis was also placed on the excellence and professionalism of the after-sales service – an essential element when it comes to timepieces designed to be passed on to future generations. The opening of the Maison Patek Philippe in Shanghai in 2012 led to the expansion of the Customer Service Center located in the Yifeng Galleria, with an independent space of almost 1,000 square meters perfectly equipped to accommodate 30 employees. In September 2013, Patek Philippe reaffirmed its promise of long-term investment and its confidence in the Chinese market by inaugurating the “Patek Philippe Institute Shanghai”. This structure – which was then the first training center outside of Geneva – was designed to recruit and train local apprentices in order to offer an after-sales service that complies with the strict quality standards established by the Manufacture, in compliance with the Patek Philippe Seal. The Shanghai and Beijing Customer Service Centers are now the only two Patek Philippe Authorized Service Centers in mainland China.

### A Special 10th Anniversary Exhibition

To celebrate its 10th anniversary, the Maison Patek Philippe in Shanghai will host a special exhibition from November 10 to 18, 2022 offering a vast presentation of the Patek Philippe heritage and values. This event will highlight the history of the Bund district and the Maison Patek Philippe, the philosophy distinguishing the last independent Geneva family-owned watch manufacture, the rich history of the brand and the famous ‘Generations’ communication campaign. Visitors will also be able to discover all the new models of the current Patek Philippe 2022 collection, as well as a selection of Rare Handcrafts timepieces (Dôme clocks, pocket watches, wristwatches) such as miniature painting on enamel, cloisonné enamel, engraving and the art of *Haute Joaillerie*. The exhibition will also be an opportunity to admire the limited series Ref. 5230P-010 specially created for this anniversary.

### A Limited Series in Tribute to China

In 2012, the inauguration of the Patek Philippe Maison in Shanghai was celebrated by launching several commemorative watches, including a limited series of the World Time Ref. 5130 produced in 25 pieces in white gold and 25 in rose gold, indicating Shanghai in red on the city disk. For this 10th anniversary, the Manufacture is offering a new limited series of a World Time watch with an aesthetic design that pays tribute to China. In a limited edition of 25 pieces, Ref. 5230P-010 in platinum features a hand-guilloché “basket” motif dial center in red, the name of Shanghai written in red on the black city disk, a star replacing the sun on the 24-hour disk and a black calfskin strap with red stitching. The sapphire case back is decorated with the inscription “10 Years 2012-2022 Patek Philippe Maison Shanghai” transfer printed in red.





## **Key Dates and Data**

### **Patek Philippe in China**

2005

Opening of the Shanghai Boutique

2008

Opening of the Beijing Boutique

2012

Opening of the Maison Patek Philippe in Shanghai

2013

Opening of the Patek Philippe Institute Shanghai

2014

Opening of the Maison Patek Philippe in Beijing

### **Maison Patek Philippe Shanghai**

1872

Completion of the residence of the British Consul, now Maison Patek Philippe Shanghai

1994

The house is classified as a "historic monument"

2010

Start of restoration work by Patek Philippe

2012

Official opening

Total floor space: 1,227 square meters over two floors

