

Panerai and Chris Pratt Celebrate the NYC Opening Of Casa Panerai, The Brand's Largest Flagship Store on Madison Avenue

The watchmaker Panerai celebrated the opening of its first flagship store in the United States, Casa Panerai, a true testament to the Brand's global stature. Nestled in the heart of New York City's uptown luxury destination on Madison Avenue, this distinct retail space stands as the Brand's largest boutique worldwide. To mark this momentous occasion, Panerai's Global CEO Jean-Marc Pontroué welcomed an ensemble of VIP clients, passionate timepiece enthusiasts and influential socialites who gathered together for an "Aperitivo in Piazza", capturing the essence of an authentic Italian square.

Sharing the spotlight was the charismatic American actor Chris Pratt, a long-standing admirer of the Brand and special guest of the evening, proudly showcasing his personal timepiece:

It is an honor to join Jean-Marc and Panerai to officially open the new Panerai Casa flagship boutique in New York. I've been a longtime admirer of the company and wearing their watches since the first Guardians of the Galaxy film. I could not be more proud to be here today to celebrate this important moment in the history of Panerai," said Chris Pratt.

Stepping into Casa Panerai, every meticulously curated detail evokes the Italian heritage and innovative soul of the Maison. As guests entered in the immersive ambiance, a harmonious fusion of elements stimulated their senses. Attendees found themselves captivated by the Brand's legendary collections, on full display, further enhanced by the flagship store's contemporary design concept. The allure of the Tuscan piazza experience enveloped each guest, leaving an indelible impression.

Alvaro Maggini, Panerai Creative Director, and Philippe Bonay, U.S. Brand President, were present to guide guests, shedding light on the boutique's key design elements: a larger-than-life luminous wall clock, meticulously crafted blue resin detailing, an authentic coee bar, Bar Italiano, and a multidimensional timeline showcasing the Maison's illustrious history.

"We are so excited to be opening this new flagship store in one of the most vibrant cities in the world. Having Chris with us tonight is an honor: he is a friend of the brand, and a real-life representation of Panerai's Modern Hero. Casa Panerai represents a new immersive experience for our customers where they can dive into our collections, technical Swiss savoir-faire, history and passion for the Sea but, above all, where they can feel at home, relaxing at our Bar Italiano, in a true Italian spirit", said Jean-Marc Pontroué.

Panerai

Founded in Florence in 1860 as a workshop, shop and subsequently school of watchmaking, for many decades Panerai supplied the Italian Navy and its specialist diving corps in particular with precision instruments.

The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

Today Panerai develops and crafts its movements and watches at its Neuchâtel manufacture. The latter are a seamless melding of Italian design air and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques.

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