

Thailand Report

July 2019

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- Project 1: Patek Philippe (Boutique, IconSiam, Bangkok)

1. PATEK PHILIPPE

Project Overview

After 5 years of conceptualization, design and realization, Patek Philippe opened a new 223-sqm flagship boutique at IconSiam shopping center – the largest Patek Philippe Boutique in Thailand. The design of the new store reflects the brand's rich heritage through several iconic elements. The external façade is fitted with a large animated screen backed by a special glass wall with the emblematic Calatrava cross etched into the glass. The interior features special lighting and a large Baccarat crystal chandelier hanging from the 5m-high ceiling. The sales salon and private viewing area are separated by a series of see-through rosewood-framed sliding panels, adorned with Calatrava petals pattern giving them a distinct oriental look.

Project Details

1. **Type of Business:** Watch boutique
2. **Open Date:** 02/2019
3. **Concept:** Design to reflect the rich heritage of the watch brand.
4. **Location:** IconSiam shopping center, Charoen Nakorn Road, Bangkok
5. **Size:** 223 sq.m.
6. **Brand Owner:** PMT The Hour Glass, Thailand's leading specialty luxury watch retail group;
www.thehourglass.com/th-pmtthehourglass
7. **Interior Designer:** In-house architectural team at the brand's Paris office in collaboration with the local Trade Marketing Team.
8. **Website:** www.thehourglass.com

Location map



Newly opened Patek Philippe boutique is located at IconSiam shopping center, situated along the banks of the Chao Praya River, on the other side of central Bangkok.



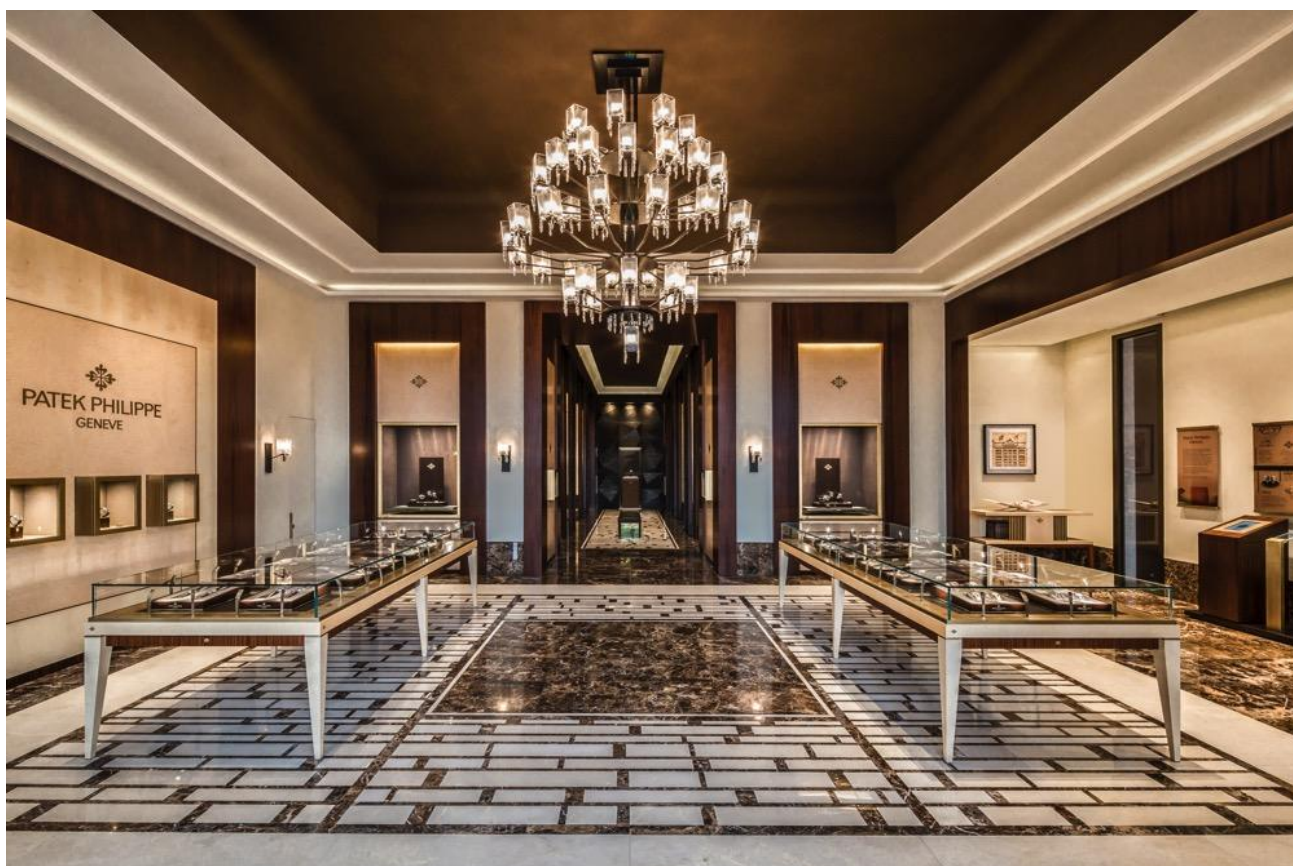
The boutique has a 50-meter façade fitted with a large animated screen backed by a special glass wall with the brand's emblematic Calatrava cross etched in the glass.



The brand's emblematic Calatrava cross.



The boutique features a majestic a 5-meter high ceiling adorned with special lighting and a bespoke Baccarat crystal chandelier.



The library within the private lounge is curated with beautiful decorative elements completed with Patek Philippe's horological and historical literature, allowing customers to be further immersed in Patek Philippe's universe.





Further inside, the boutique opens up to a private lounge and sales salon elegantly furnished with precious woods and plush leather upholstery.



The sales salon and private viewing area are separated by a series of see-through rosewood-framed sliding panels to enhance overall intimacy. Each sliding panel is adorned with Calatrava petals pattern giving the interior a distinct oriental look.

