

# Rolex opens first New York boutique

New York--Rolex opened its first boutique in New York on April 11 with partner and jeweler Wempe, located on 53rd Street in the city's Fifth Avenue shopping district.



“We are delighted to work with Wempe, a premier partner in New York, to introduce the first Rolex boutique in this market,” Stewart Wicht, president and CEO of Rolex Watch U.S.A., said. “Rolex presented by Wempe is truly magnificent.”

Features of the new 1,500 square-foot store include unique wall cases, oversized graphics and specially made laser-etched aqua glass.

German timepiece and jewelry company Wempe and Rolex have had a business relationship for about four decades.

“We are delighted by the close relationship Wempe and Rolex have formed,” Kim-Eva Wempe, the owner of Gerhard D. Wempe KG, said. “We were the first to start selling their watches in the 1960s in Germany, and this opening is a perfect example for a long-lasting partnership that was built by history, maintained until present and will be developed in the future.”

Rolex presented by Wempe is located at 665 Fifth Avenue.