

Press Release

Glashütte, June 2024

A. Lange & Söhne opens Salon in London

Located on the first floor of the historic Bourdon House in London's prestigious Mayfair, the new A. Lange & Söhne Salon invites watch enthusiasts to immerse themselves in the fascinating world of fine watchmaking. Opening in June 2024, the German watch manufacture's third retail presence in London will offer an exclusive selection of timepieces presented in an elegant and private VIP lounge environment.



The interior of the A. Lange & Söhne Bourdon House Salon.

A. Lange & Söhne strengthens its presence in the UK with a new London Salon, located on 2 Davies Street, in the heart of historic Mayfair which is home to upscale shopping, world-class galleries, and fine dining. Situated within walking distance of both Green Park and Hyde Park, Bourdon House was built in the 1720s and modernised by the Duke of Westminster. It served as his official London residence until his death in 1953 and is now home to dunhill, the foremost British men's luxury House. Bourdon House is listed under special protection as a historic monument, and now also houses one of London's most distinguished private members' clubs.

Designed in a modern lounge style, the spacious 26m² Salon offers exceptional service and a welcoming atmosphere that embodies A. Lange & Söhne's dedication to the highest standards in every aspect. Meticulously selected materials and subtly coordinated colour schemes in the elegant interior design invite guests to explore the remarkable story of the Saxon manufacture's heritage, expertise, and spirit of innovation. A special highlight is the larger-than-life installation of the outsize date, a hallmark of the brand, inspired by the famous historic five-minute clock of Dresden's Semper Opera House.

In this casual yet luxurious atmosphere, clients with a passion for precision watchmaking will receive expert advice and personal service with the utmost care from June 2024 onward. To provide a comprehensive overview of the collection, many timepieces from A. Lange & Söhne's six distinguished watch families are available. Reservations are not required but are encouraged.

"To fully appreciate our timepieces, which are crafted by our watchmakers with the utmost attention to detail, it is essential to hold them in your hands and observe their intricacies up close," says Wilhelm Schmid, CEO of Lange. "We are delighted to expand our presence in London and welcome members of our loyal community of Lange friends as well as new clients to our new Salon in Bourdon House. This unique setting steeped in history will allow us to provide them with the excellent customer experience they deserve."

A. Lange & Söhne Bourdon House Salon

Address: 2 Davies Street, London W1K 3DJ

Opening hours: Monday to Saturday, 10:00am-6:30pm

Tel.: +44(0)20 3425 7316 | Email: london@lange-soehne.com

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony's precision watchmaking industry when he established his manufactory in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after World War II, and the name A. Lange & Söhne nearly vanished. In 1990, Ferdinand Adolph Lange's great-grandson, Walter Lange, had the courage to relaunch the brand. Today, Lange crafts only a few thousand wristwatches per year, predominantly in gold or platinum. They are equipped exclusively with movements made in-house that are elaborately finished and twice assembled by hand. With 72 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Some of the company's greatest successes include the LANGE 1 with the first outsize date in a regularly produced wristwatch and the ZEITWERK with its precisely jumping numerals display. Exceptional complications such as the ZEITWERK MINUTE REPEATER, the TRIPLE SPLIT, and the most complicated model to date, the GRAND COMPLICATION presented in 2013 in a limited edition of six watches, represent what the manufactory always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS marks the beginning of a new chapter for A. Lange & Söhne.

Press enquiries

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