

Press Release

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A. Lange & Söhne expands telephone consultation and sales

A. Lange & Söhne will be expanding its service for customers in Europe and the USA from December, offering telephone consulting and the opportunity to purchase watches outside of its boutiques.



Close personal contact with customers is very important to A. Lange & Söhne. As part of ongoing efforts to ensure customer-friendly distribution processes, and particularly in view of global restrictions due to the coronavirus pandemic, customers are to be offered individual advice and flexible contact options. This service is provided by the various Lange boutiques worldwide. In addition, interested customers from Europe and the USA can now also find direct contact on the Lange website in order to obtain advice on the various watch models over the phone and to purchase them. This service supplements the established sales channels offered in the boutiques and by specialist retailers.

Customers who wish to place an order at their convenience over the phone can contact the Lange boutiques or a customer service advisor to find out more. Soon, there will also be an

option for a consultation session via live chat. To mark the launch of the new service, A. Lange & Söhne is offering presales of new watches that will only be officially unveiled to the public on 7 December 2020.

“We focused on the in-person shopping experience in the past, as we believe this is the best way for people to familiarise themselves with our watches and make the right decision about which watch to buy,” said Wilhelm Schmid, CEO of Lange. Explaining the decision to extend the range of services, he added: “But we have also said time and time again that we would be ready to move with the times if things change. Now that is the case. Coronavirus has sped up the digitisation process enormously, drastically changing the whole way in which we communicate and shop.”

Watches purchased via the new service will be delivered straight to the customer or can also be collected from a Lange boutique on request. The service will initially be rolled out in Lange’s sales regions in Europe and the USA, with other regions to follow in the coming months.

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the cornerstone of 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 endowed exclusively with proprietary movements that are lavishly decorated by hand and assembled twice. With 66 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Brand icons such as the LANGE 1 with the first outsize date in a regularly produced wristwatch, and the ZEITWERK with its precisely jumping numerals display, rank among the company’s greatest successes. Exceptional complications such as the ZEITWERK MINUTE REPEATER, the TRIPLE SPLIT, and the so far most complicated model, the GRAND COMPLICATION presented in 2013 in a six-watch limited edition, reflect the manufactory’s determination to achieve ever new pinnacles in its tradition-steeped horological artistry. Launched in 2019, the sporty-elegant ODYSSEUS marks the beginning of a new chapter for A. Lange & Söhne.

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