

Press Release

Glashütte, March 2026

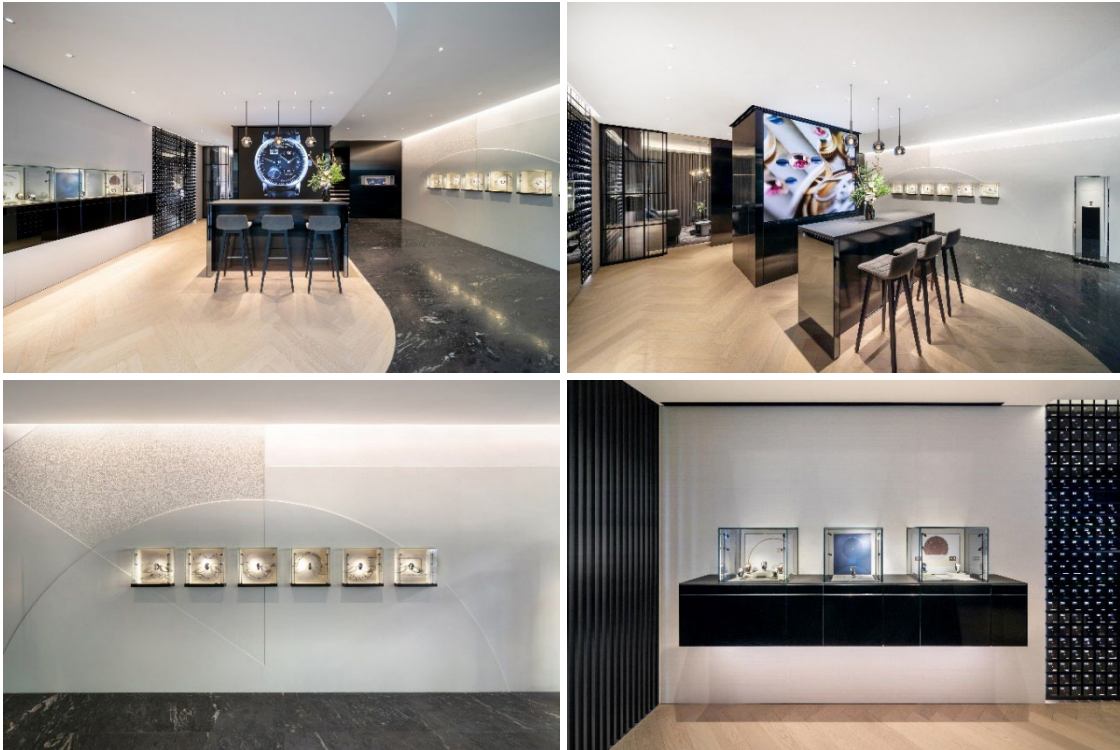
Unveiling of the Newly Upgraded A. Lange & Söhne Shanghai Flagship Boutique

The German watch manufacture begins a new chapter at Shanghai's iconic landmark, Nanjing West Road, with the unveiling of the newly upgraded A. Lange & Söhne flagship boutique. The space has been expanded to two floors and now features the brand's new interior design concept, creating a refined and sophisticated ambience to experience the exquisite timepieces from Glashütte in Saxony.

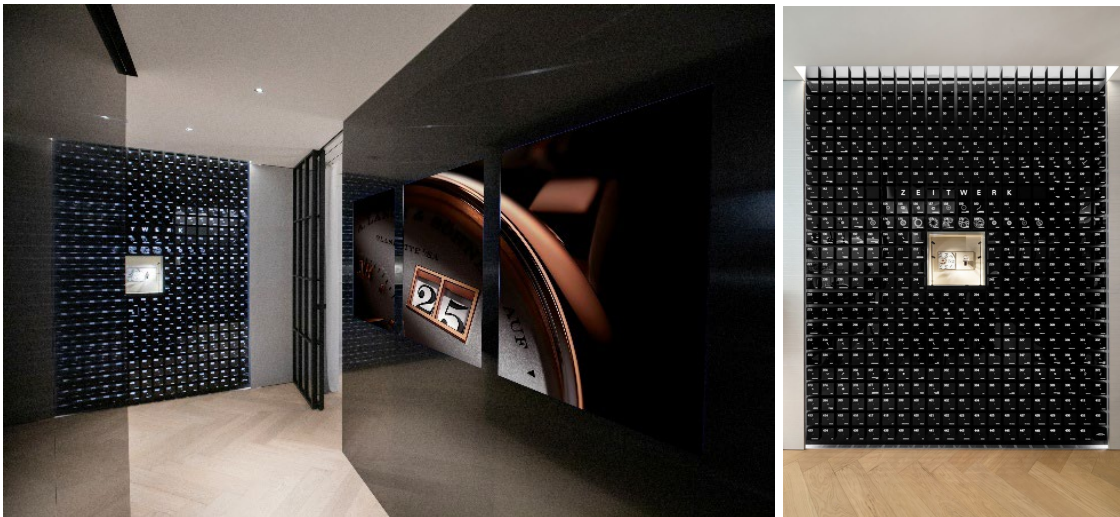


Exterior of the new A. Lange & Söhne flagship boutique in Shanghai.

Lange's Shanghai flagship boutique has been artfully designed as a space devoted to German fine watchmaking culture. Drawing deeply from the brand's homeland of Saxony, Germany, the boutique concept preserves the building's historic character while incorporating a German minimalist aesthetic. This creates a composed and sophisticated ambience that reflects Lange's strict adherence to precise proportions and meticulous craftsmanship. The two-story space invites watch enthusiasts to discover a representative selection of timepieces, including flagship boutique exclusives and limited editions.



Interior of the upgraded A. Lange & Söhne flagship boutique in Shanghai.



Digital "History Wall" and the "Wall of Parts" of the ZEITWERK.

Visitors of the A. Lange & Söhne Shanghai flagship boutique are greeted by an eye-catching window display featuring a moving installation, inspired by the numeral disc elements of the ZEITWERK calibre. The welcome area also provides a platform for showcasing the six Lange watch families: LANGE 1, SAXONIA, 1815, RICHARD LANGE, ZEITWERK, and ODYSSEUS. In addition, a special exhibition featuring models from the 1815 watch family, historical pocket watches and a digital "History Wall" allows deeper insights into the 180-year history of Saxon

fine watchmaking. Building a bridge between tradition and modernity, Lange's highly innovative ZEITWERK timepiece is on display, alongside a "Wall of Parts" offering a comprehensive view of the movement's 451 individual components.



The wall along the staircase leading to the second floor showcases a selection of Lange moon discs.

En route to the first floor, the staircase walls are adorned with a collection of enlarged and three-dimensional moon discs that illustrate the intricate moon phase mechanisms featured in various Lange watches. The interplay of light and shadow creates a poetic transition to the next space. The first floor is home to a more private, exclusive VIP area, where collectors can explore Lange's intricate mechanisms, such as perpetual calendar and chronograph functions, in depth. A bar provides a relaxed setting for deeper conversation in a more casual atmosphere, offering Saxony's warm hospitality.

From the comprehensive overview of Lange's artistry and history on the ground floor, to the in-depth exploration of precision complications on the first floor, not to mention the multiple VIP areas and curated experiences, the flagship boutique takes its guests on an immersive journey into the heart of Saxon fine watchmaking. Furthermore, it offers watch enthusiasts a home that connects them to the Glashütte manufacture while creating an intimate and elegant atmosphere in which they can share their passion for watchmaking with the Lange community.



The A. Lange & Söhne Shanghai flagship boutique features multiple VIP lounges, offering visitors private and exclusive services and experiences.

“When we look at the heritage in which our craftsmanship is rooted, it becomes clear that Ferdinand Adolph Lange’s vision to create the world’s finest watches is still very much reflected in the way we build our timepieces today”, says Lange CEO Wilhelm Schmid. “His great-grandson Walter Lange shared this vision when he revived A. Lange & Söhne on 7 December 1990 – the very same day on which Ferdinand Adolph Lange founded his manufacture 145 years earlier. Walter Lange built on his ancestor’s achievements, and we are delighted that our flagship boutique in Shanghai allows us to impressively demonstrate to watch enthusiasts what his motto ‘never stand still’, which still guides us today, truly means.”

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony’s precision watchmaking industry when he established his manufacture in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after the Second World War, and the name A. Lange & Söhne nearly vanished. But in 1990, Walter Lange, Ferdinand Adolph Lange’s great-grandson, had the courage to revitalise the brand. Today, Lange crafts only a few thousand wristwatches per year, mainly in gold or platinum. They are equipped exclusively with movements made in-house that are elaborately finished and assembled by hand. With 75 calibres manufactured in-house since 1990, A. Lange & Söhne holds a leading position in the watchmaking world. Some of the major successes include the LANGE 1 with the first outsize date in a regularly produced wristwatch and the ZEITWERK with its precisely jumping numerals. Extraordinary complications such as the ZEITWERK MINUTE REPEATER, the DATOGRAPH PERPETUAL TOURBILLON or the TRIPLE SPLIT represent the manufacture’s quest to take its traditional art to increasingly new heights. Launched in 2019, the sporty and elegant ODYSSEUS in stainless steel marks the beginning of a new chapter for the manufacture.

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