

Press Release

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A. Lange & Söhne opens new boutique in Lisbon

On Avenida da Liberdade, Lisbon's grand boulevard, the latest A. Lange & Söhne boutique invites visitors to immerse themselves in the fascinating world of the German manufacture and to discover the consummate craftsmanship behind the exquisite timepieces from Glashütte.



Exterior view of the A. Lange & Söhne boutique in Lisbon at Avenida da Liberdade 215.

With its new boutique, the renowned Glashütte watchmaker A. Lange & Söhne is strengthening its position in the Portuguese market while further expanding its global sales network. The opening of its eleventh European brand boutique highlights the importance of this market, continuing a series of significant new openings around the world. Over the past year, newly designed A. Lange & Söhne boutiques opened in locations such as London, Singapore, Shanghai and Chicago.

Spanning two floors, the spacious salesrooms are situated on Lisbon's prestigious Avenida da Liberdade, marking A. Lange & Söhne's arrival on Portugal's most distinguished luxury boulevard. Customers can enjoy personalised expert advice when selecting their desired model in a relaxed lounge atmosphere, whether they are visiting spontaneously or by appointment. A representative selection of timepieces is available to provide a comprehensive overview of the collection.

Covering an area of 141 square metres, the Lisbon boutique immerses visitors in the multifaceted world of A. Lange & Söhne. It features five separate consultation areas, including two elegant lounges designed specifically for private presentations. Carefully curated exhibits provide an in-depth brand experience, inviting guests to explore characteristic technical features, as well as its most sophisticated finishing and engraving techniques. Every detail of the boutique reflects the company founder Walter Lange's aspiration to "never stand still" and to enrich the art of watchmaking with ever more refined designs and functions.



Calçada Portuguesa mosaic in the reception area.

In the reception area, guests are welcomed by a homage to Lisbon's rich architectural heritage: the floor is designed as a Calçada Portuguesa mosaic, echoing the pavements of the Tejo metropolis. The small stones are meticulously arranged by hand in a fan-shaped pattern, an allusion to the perlage finish of Lange movement plates and bridges. This architectural detail showcases the manufacture's exceptional ability to blend traditional craftsmanship with relentless ingenuity.

Another highlight is the “Wall of Parts”, a floor-to-ceiling installation displaying over 400 hand-finished individual components from a ZEITWERK, Lange’s progressive, mechanical digital watch. This vividly illustrates the technical complexity and finishing quality of A. Lange & Söhne timepieces. Additionally, oversized exhibits of moon discs convey an impression of the design aesthetics that extend down to the finest details, which are otherwise only visible through a loupe or microscope.



Wall of Parts and moon-phase installation (left); theatre room in the basement (right).

In the basement, the historic vaulted ceiling has been cleverly utilised to integrate an intimate theatre or cinema space into the boutique’s existing architecture. Framed by two brick arches, a unique screening room has been created, suitable for video presentations or exhibitions.

For Lange CEO Wilhelm Schmid, the new boutique represents a significant milestone in the company’s global sales strategy: “With our new Lisbon boutique, we are showing our appreciation for the ever-growing community of collectors on the Iberian Peninsula. The Portuguese capital is a city where our watchmaking artistry has been enthusiastically received for many years. It therefore seemed only natural for us to establish a presence here and celebrate the special bond between watch enthusiasts from the region and our watchmakers in Glashütte.”

The new A. Lange & Söhne boutique is located at Avenida da Liberdade 215, 1250-143 Lisbon.

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 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 77 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Its greatest successes include the LANGE 1, the first regularly produced wristwatch with an outsize date, and the ZEITWERK, with its precisely jumping numerals. 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 pieces, represent what the manufacture always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty yet elegant ODYSSEUS marked the start of a new chapter for A. Lange & Söhne.

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