Press Release
Glashütte, November 2026

A. Lange & Söhne Opens Boutique in Mexico

Private lounge at Kogan Luxury House reinforces the Saxon watchmaker's commitment to collectors across the Americas.

Opening November 11th, 2026 within a private hacienda-style retail destination in Mexico City, the new A. Lange & Söhne Boutique Mexico re-establishes the watchmaker's presence in the region and serves collectors across Latin America. Designed as a lounge combining existing architectural details with contemporary brand elements, the space offers A. Lange & Söhne timepieces for private viewing and an intimate, unhurried setting to explore the many facets of German fine watchmaking.



The new A. Lange & Söhne Boutique Mexico

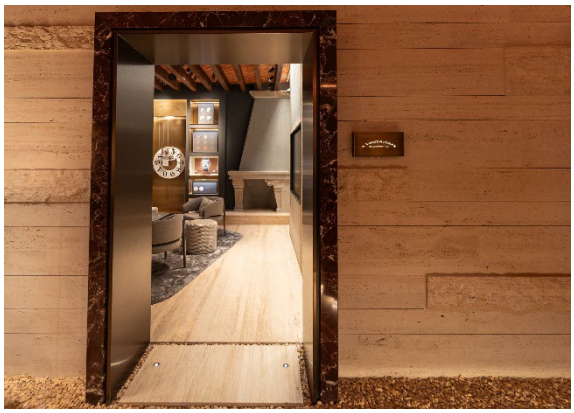
A. Lange & Söhne, the renowned Glashütte watchmaking manufacture, has opened its first boutique in Latin America. Located within the heart of Polanco in Mexico City, in Kogan Luxury House, the boutique strengthens the brand's retail presence in the Americas and underscores A. Lange & Söhne's ongoing commitment to discerningly developing its global boutique network. The design of the new boutique exemplifies the watchmaker's philosophy to ensure an exclusive and intimate experience for every client interaction and encourages deep exploration

of the brand's mechanical masterpieces. The boutique will offer a carefully curated assortment of core collection and limited-edition timepieces.

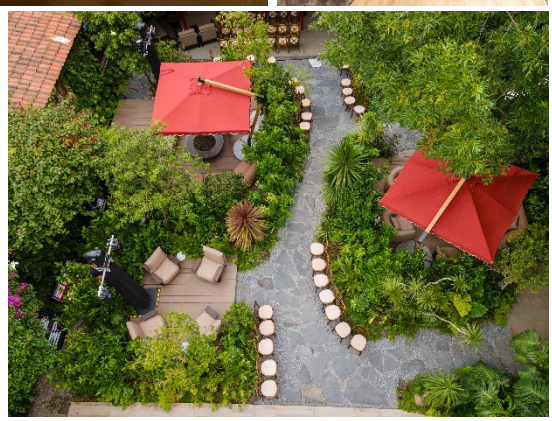
Design that belongs in its surroundings

As part of Kogan Luxury's renovation of a historic colonial style house, the A. Lange & Söhne boutique creates a private and casually luxurious environment that is intentionally unhurried and personal, distilling the collector journey to its essence: a watch enthusiast, a timepiece, and time. The design concept of the lounge blends existing colonial architectural elements like exposed brick and wooden beams with the brand's distinctive, contemporary fixtures and details. These details feature an "Experience Library" outfitted with a watchmaker's closet, tools and artifacts that provide thoughtful insight into how Lange watches are made. The overall result is a private setting that enables enthusiasts to discover the world of A. Lange & Söhne and to experience the brand's craftsmanship first hand.

"Our watchmakers spend countless hours on every watch, applying a traditional craft refined over generations to achieve a truly timeless design and a precision in timekeeping that gets as close as humanly possible to perfection," says Wilhelm Schmid, CEO, A. Lange & Söhne. "We select and design our boutique locations with the same level of care and devotion. That's why you'll find us only in well-chosen places around the world that genuinely value heritage and craftsmanship."





A regional gateway for a passionate collector community

As the tenth A. Lange & Söhne point of sale in the Americas, the new boutique in Mexico City continues the brand's retail evolution in the region and is in line with recent openings in Chicago and San Francisco that activated sophisticated collector communities sharing a passion for A. Lange & Söhne timepieces. The physical location in Mexico also signals the watchmaker's long-term intent to service and strengthen its relationships with discerning collectors in Central and South America.

"There's tremendous depth in Mexico's collector culture, and the Kogan Luxury House provides us with an ideal environment to offer an exceptional client experience," says Charles Langlois, A. Lange & Söhne Brand President, Americas. "Mexico City connects its local community of collectors with a captive audience from all over Latin America - an exciting opportunity to share our passion for German fine watchmaking."

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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 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 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 achievements include the LANGE 1, the first regularly produced wristwatch with an outsize date, and the ZEITWERK, with its precisely jumping numerals. Extraordinary complications such as the MINUTE REPEATER PERPETUAL, the LANGE 1 TOURBILLON PERPETUAL CALENDAR "Lumen" and the TRIPLE SPLIT represent what the manufacture always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS in stainless steel marked the beginning of a new chapter for the manufacture.

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