

F.P.JOURNE Invenit et Fecit

OPENING OF A NEW F.P.JOURNE BOUTIQUE IN LONDON



London, December 15, 2023 - Mayfair, a historic district close to some of London's finest parks, is renowned for its Georgian-style homes, refinement and charm. It is also a prime destination for art galleries, antique shops and other exclusive and prestigious establishments. In this quintessentially British setting, F.P.Journe has established its eleventh Boutique at 33 Bruton Street, in an elegant eighteenth-century building located between Berkeley Square and New Bond Street.

Once you've taken the steps up to the porch, you'll immediately recognise the identity codes of F.P.Journe Boutiques, blending modernity, classicism and conviviality. Then, the bar, the nerve centre where discussions spark over a shared passion: the love of fine watchmaking, which can be appreciated in a dedicated space adorned with a large fresco honouring the work of the watchmakers and craftsmen who work alongside François-Paul Journe in his quest for excellence. The library, meanwhile, features a collection of carefully selected books providing visitors with a fascinating immersion into the world of time measurement.

Inaugurating his first store in Tokyo in 2003, François-Paul Journe has envisioned all his Boutiques as places where people can meet and exchange ideas. To mark the opening, an intimate event was organised by the London team, who will undoubtedly repeat the experience to unite enthusiasts around subjects that resonate with the values of the Geneva-based Manufacture. These occasions will allow to create privileged moments with an ever-growing community of connoisseurs.

Boutique F.P.Journe London

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