

## OPENING OF THE MAISON F.P.JOURNE IN MIAMI



Miami, March 15<sup>th</sup>, 2019 - F.P.Journe celebrates the opening of the first Maison F.P.Journe in the EPIC Hotel located right along the Miami River in the heart of Downtown Miami. The new Maison F.P.Journe is poised to become the destination in Miami for visitors to share a passion for haute horology and exchange ideas with other enthusiasts or just have a coffee or a glass of champagne in an inviting and airy brand-new decor over 320 square meters.

Accessed through the lobby of the EPIC Hotel, guests enter a 2-story glass atrium with expansive views of the Miami River and the city. A circle of distinctive glass vitrines showcasing F.P.Journe haute horology precision chronometers commands the space they share with Bar Journe. The presence of a double living area and absence of a traditional sales environment speak to the philosophy behind the space, to encourage conversations that follow the F.P.Journe philosophy of A.R.T., Authenticity, Rareness, and Talent, beyond the world of watches.

In addition, a Terraza provides an outdoor cigar lounge, furnished by family-owned Spanish yacht builder Astilleros Astondoa, and offers fine and rare cigars. The second floor accommodates the headquarters of Montres Journe America and the domestic service center.

F.P.Journe introduces a new concept of theme evenings and will host frequent events highlighting the parallels between the philosophy behind fine watchmaking and spirits, automobiles, bespoke suits, Petrossian caviar, Astondoa yachts, and more. The 10-seat Bar Journe features the finest expressions in all areas of carefully curated selection of distilled rare and vintage spirits, wines, beers, coffees and teas for a heightened beverage experience.

What sets F.P.Journe apart from other horology brands in taking retail experience to another level by creating what no other watchmaker has done yet is to bring a one-of-a-kind horological destination combined with a heightened beverage experience to the city of Miami.





“Bar Journe is a dream project where I developed a concept that emulates the level of quality and exclusivity of the F.P.Journe timepieces and brand,” Jennifer Massolo said. “We will feature the finest expressions in all areas of beverage including wines, beers, coffees and teas but especially distilled spirits. A highlight of the Bar Journe program will be vintage spirits including Soviet era vodkas to go with our Petrossian caviar program as well as pre-embargo era rums from Cuba.”

The art of entertaining is elegantly declined through a bespoke sense of welcome in this magic universe and visitors can expect only the highest-quality service and seasoned expertise. The F.P.Journe unique philosophy reflects the values of excellence as well as the *art de vivre* of the brand with its personal codes of haute horology.

As a master watchmaker himself, François-Paul Journe is considered a horological genius, producing watches one-by-one with exceptional precision, manufactured in the heart of Geneva. At the crossroads of arts and haute horology, F.P.Journe honors its artisanal work and prides itself in the attention to detail for creating only the most exceptional and fine watches. Their 18K rose Gold movements make perfect sense of the label 'Invenit et Fecit' and certify an in-house caliber entirely conceived and assembled in the Geneva Manufacture's ateliers with a subtle balance between tradition and new technologies.

Crossing the threshold of the Maison F.P.Journe means rediscovering the exclusive world of a limited production, the creative freedom as well as the F.P.Journe passion and *savoir-faire*.

#### **Maison F.P.Journe Miami**

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