



## CASE STUDY

# ROBERTO COIN - WATCHES OF SWITZERLAND

### Overview

Located in the iconic One Vanderbilt, this Roberto Coin shop-in-shop was our first collaboration within a Watches of Switzerland store. The partnership highlights our skill in crafting luxury retail spaces, combining elegant design and expert craftsmanship to enhance the brand's presence.

## The Challenge

At the high-profile One Vanderbilt, a busy and visible location, the challenge was to merge Roberto Coin's unique style with Watches of Switzerland's sleek design. Our goal was to align both brands' identities, creating a luxurious space that offered an unforgettable customer experience. The project required careful planning to balance design and innovation while integrating both brands' visual and functional elements.

## The Approach

We worked closely with Roberto Coin, Watches of Switzerland, and the store team to ensure the design met everyone's needs. Our team developed a detailed plan that respected both brands' identities and practical requirements. Once approved, our Project and Production teams brought the vision to life with precision. The result was a refined space that exceeded expectations.

## The Result

The project delivered a stunning shop-in-shop that fused Roberto Coin's style with Watches of Switzerland's design. This success led to additional installations and strengthened our partnership, reinforcing our reputation for creating premium, tailored retail spaces that enhance brand identity and customer experience.





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