

CLASSIC DRIVER

Panerai Opens New Stores Worldwide



Over the next year, Italian luxury watchmaker Panerai will add several new boutiques to its worldwide portfolio.

It's a far cry from the small workshop founded over 100 years ago in Florence. The new stores will feature sailing and the sea as a design inspiration, with fixtures such as portholes, and steel and teak furniture and fittings.

The newest boutique was opened in August in Tokyo's Ginza precinct. This joined the recently launched Beijing store and existing locations in Florence, Portofino, Hong Kong, Shanghai and Los Angeles.



By the end of 2009, bespoke shops in New York, Buenos Aires, Madrid, Qatar and Dubai will also be part of the network.

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