

RETAIL

The 1916 Company tours Tudor store debut in Denver

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Tudor's reimagined retail concept graces the new 500-square-foot store located at Cherry Creek Shopping Center in Denver, Colorado. Image courtesy of The 1916 Company

By AMIRAH KEATON

Global watch and jewelry retailer The 1916 Company is presenting a new sales space in partnership with Swiss watchmaker **Tudor**.

Stocking a selection of classic, sport, diving and heritage-inspired pieces, the 500-square-foot boutique has come to the Cherry Creek Shopping Center in Denver. The 1916 Company continues to support Tudor as it works to strengthen its footprint in the Americas.

"We are honored and excited to share the Tudor experience with our growing community," said Damon Gross, president of **The 1916 Company**, in a statement.

"Tudor has been an important partner of ours since its return to the U.S. market over 10 years ago," Mr. Gross said. "We're looking forward to building upon this foundation and sharing our enthusiasm for the brand in a special environment."

"Shy of bringing all of our clients and collectors to the manufacturer, a dedicated boutique is the best way to give the world of Tudor its own stage!"

Reimagined retail experience

Following a soft launch held in early spring, Tudor is officially open for business in Colorado's capital city.

As evidenced by the use of signature red, black and white shades, its interior concept is active. Immersive stations are set up within.



The refreshed retail concept pairs brand ambassador touchpoints with Tudor's luxury watch collections. Image courtesy of The 1916 Company

A life-size vintage diver, educational displays about the use of bronze in case making and ambassador touchpoints are paired with a full range of luxury collections and exclusive products.

A special-edition Black Bay Fifty-Eight Bronze chronograph is only available at the hub in downtown Denver.



Tudor's special-edition Black Bay Fifty-Eight Bronze chronograph is only available at Cherry Creek Shopping Center in Denver. Image courtesy of The 1916 Company

Clients can stop by the upper-level Tudor Boutique Cherry Creek Shopping Center from 10 a.m. to 6 p.m. Monday through Saturday and noon to 5 p.m. Sunday.

The completed project joins a chain of redesigned centers initiated to make the label's timepieces the main focus in-store, upping the intensity of the Geneva-born brand's codes at point-of-sale.



A life-size vintage diver is one of many immersive installations live in-store. Image courtesy of The 1916 Company

Its retail partner ([see story](#)) additionally supports the arrival of a new location in Newport Beach, California, which went live last month.

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