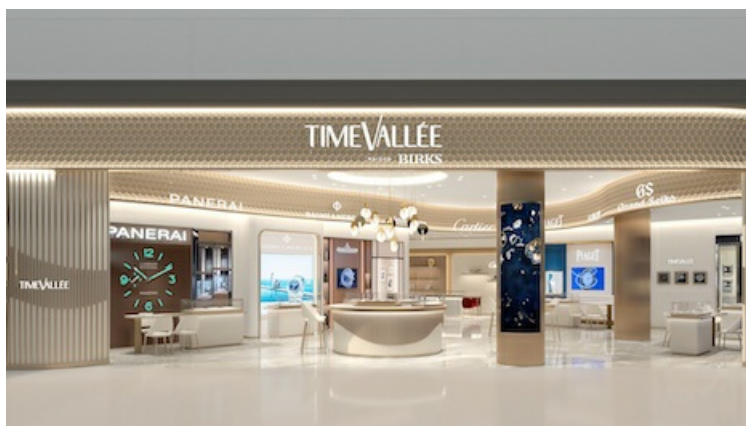


COMMERCE

Richemont's TimeVallée begins North American expansion

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TimeVallée operates 48 boutiques in Asia, the Middle East and Africa and Europe. Image credit: Birks Group

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss multibrand watch retailer **TimeVallée** is moving into new territories.

On Sept. 5th, 2024, the Richemont-owned business will open its first Canadian flagship, located inside the soon-to-launch luxury mall Royalmount Center in midtown Montreal, Quebec. The debut follows the arrival of the maison's inaugural boutique in the United States, which landed at the American Dream shopping complex in East Rutherford, New Jersey, earlier this summer.

Global growth

TimeVallée's upcoming Canadian storefront will be its 50th overall.

Upon its opening, the 2,800-square-foot marketplace will offer fine timepieces from brands such as Cartier, Chopard, Grand Seiko, Jaeger-LeCoultre and Piaget, among others. Created in collaboration with Canadian luxury jewelry manufacturer and retailer Maison Birks, the Montreal-based location will feature a watchband-inspired marquee and an open floor plan, with various items exhibited throughout the space.



TimeVallée began operating within American Dream earlier this year. Image credit: The Kodak Group

"We are proud and thrilled to partner with TimeVallée to bring our knowledge of the Canadian luxury landscape to this innovative luxury watches retail concept," said Jean-Christophe Bdos, president and CEO of Birks Group Inc., in a statement.

“As the demand for high-end watches continues to grow in Canada, Maison Birks is uniquely poised to service the needs of watch enthusiasts.”

The openings come as TimeValle parent company Richemont reports rising revenues in the Americas, driven by rising retail performances and increased sales within the jewelry and accessories market ([see story](#)).