



CHOPARD TO OPEN NEW BOUTIQUE AT WYNN LAS VEGAS

Constant Visionary, Chopard Reaffirms Retail Distribution Strategy, Opens New Las Vegas Boutique

May 14, 2012 – Chopard, internationally renowned luxury Swiss watch and jewelry house, proudly announces plans for an exciting fully-owned Chopard boutique in superb luxury space at the Wynn Las Vegas. Slated to open May 18th 2012, the boutique is part of the brand's ongoing US retail strategy of openings, expansions, and grand-scale remodeling.

"The new Las Vegas boutique underscores the constant development of this innovative family-owned company and fully addresses our retail business strategy of growth," says Marc Hruschka, Chopard USA President and CEO. "Our boutiques are the halo of the brand and represent what we offer at the optimum level. We are still fully committed to our retail partnerships, as well. We believe that wholesale and retail can co-exist; they both have their strengths."

The new luxury Las Vegas space is sure to be a "Must-Visit" destination. It is a perfect jewel box of approximately 800 square feet set amidst excellent company, with other luxury lifestyle retailers such as Brioni, Chanel, Louis Vuitton, Oscar de la Renta, Manolo Blahnik and Ferrari.

"The addition of Chopard to Wynn Las Vegas will enhance the incredible array of exclusive and unique shopping we have to offer," says Hedy Woodrow, Vice President of retail for Wynn Las Vegas. "We always strive to provide our guests with an unparalleled luxury shopping experience that can't be found anywhere else in the world, and Chopard's timeless, one-of-a-kind pieces will enrich our luxury assortment of boutique offerings."

Every detail of the Las Vegas Wynn boutique is the vision of Chopard Co-President and Artistic Director, Caroline Scheufele. The boutique artfully embraces the global updated Chopard design concept that was launched in 2007 at the Madison Avenue flagship. That store, for which Scheufele turned to famed architect Thierry W. Despont to design, articulates a warm, gracious home atmosphere, and serves as the design basis for all boutiques. Since that New York opening, Chopard has been systematically renovating and expanding its free-standing stores, and opening new boutiques that emulate the visionary concept.

Reflecting Scheufele's inviting living room décor, the new Las Vegas boutique boasts light woods for flooring and paneling, sumptuous fabrics, and furnishings – from tables to vitrines and lighting—created expressly for the 152-year-old haute joaillerie and horlogerie Manufacture to highlight its stunning jewels, watches and other finely crafted luxurious products.

This boutique opening comes on the heels of a host of other important USA brand evolutions. In late fall 2011, Chopard re-opened its Costa Mesa store in South Coast Plaza, where it more than doubled the previous space – boasting a magnificent 2250-square-foot boutique. Also in the fall, the company completed the redesign of its 870-square-foot Bal Harbour store with luxurious, intimate design accents that further fuse its rich history with contemporary creative elegance. In keeping with its goal of

establishing a distinctive setting befitting of its unique product, Chopard recently closed its Beverly Hills boutique, as it searches for larger, prime space in this fine city. Additionally, the brand continues to look for luxurious boutique space in other important cities across America. The company also remains committed to its retailer network, continually exploring key cities for new retail partners that are as progressive and forward-thinking as Chopard.

These US expansions and openings are mirrored by the brand's global growth efforts. In fact, around the world, Chopard now has more than 130 boutiques in major cities, with another 1600 retail points of sale joining its boutique network.

"I am very pleased with the expansion of Chopard's boutiques network. In 2011, we opened 11 new Boutiques, all bearing our new design concept. For 2012, I am looking forward to the opening of Las Vegas, our new flagship Boutique in Geneva, as well as the opening of a new boutique in Shanghai, two in Beijing, and our 2nd largest boutique in the world, in Kuwait, to name a few," says Caroline Scheufele. "We also look forward to working with new and exciting retail partners around the world."

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About Chopard – Passion for Excellence:

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs 1950 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 points of sale and 130 dedicated boutiques. Over 30 different crafts are practised in 4 manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as "Happy Diamonds", "Happy Sport" and "Mille Miglia". The firm is also highly recognized for its High Jewellery creations and fine watch making and manufacture expertise, expressed in the L.U.C collection. According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organizations. Long-term partnerships tie the company to the WWF, the José Carreras International Leukaemia Foundation and the Elton John AIDS Foundation. Last but not least, Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique.

About the Esplanades at Wynn and Encore:

With over 100,000 square feet of luxury retail space, Wynn and Encore offer an incredible array of international, exclusive and unique shopping boutiques. The Esplanades at Wynn and Encore are home to the only U.S. boutique outside of Manhattan from famous footwear designer Manolo Blahnik and America's only Rolex-branded store. The repertoire of retailers includes Alexander McQueen, Brioni, Cartier, Chanel, Dior, Graff, Hermès, Louis Vuitton, Oscar de la Renta and Wynn & Company Watches. The eponymous Wynn LVNV also features home furnishings and accessories that are hand selected from all over the world by famed interior designer and executive vice president of design for Wynn Design and Development, Roger Thomas, and are inspired by the rooms and restaurants of the resort.

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