

Press Release  
For Immediate Release

**LUXURY SWISS WATCHMAKER ORIS OPENS THE FIRST FLAGSHIP STORE  
IN PLAZA SINGAPURA**



Singapore, 7 DECEMBER – Established in 1904 in Switzerland, Oris, the maker of luxury Swiss mechanical watches will be opening its first flagship in Singapore. Located at the Orchard shopping belt in Plaza Singapura, the opening marks the brand's rapid popularity in the Asian region, with Singapore being the 13<sup>th</sup> market in the century old company's expansion map.

Dressed in sleek black walls with low glass encase, the flagship store will be a haven for fans to appreciate a wide collection of Oris timepieces.

As one of few remaining independent Swiss watch companies, Oris has been crafting their watches in the same factory in the region of Hölstein. The Oris passion lies in mechanical movement of watches. Unique amongst other Swiss watch manufacturers, an Oris watch's date display spins once a new day has dawned, making it noticeable inside the face. Oris designs are statement pieces that appeal to followers of *Aviation*, *Culture*, *Motorsport* and *Hollywood* as well as the leading professionals in those arenas.

Worn and endorsed by the 9-time Formula One Constructors' Champion Williams team to world-class record holder free-diver Carlos Coste, the Swiss watchmaker has been clocking time for the swiftest and the most courageous.

Despite adorning many celebrities' wrists, Oris exemplifies quality in the Swiss-made virtue meant for everyday life through their company's mission of "*Real watches for Real People*". Oris has for their customers an exemplary professional after-sales service. This is among the many reasons to look forward to the arrival of the Swiss red-rotor, Oris – creators of timepieces as they set foot in our little red dot, the center of South-east Asia.

**The Beauty Of Nature**

To celebrate the opening of the Singapore flagship, ORIS is launching the Tubbataha Limited Edition, with only 2000 pieces worldwide, in ode to the natural beauty of the National Park's reef off the Sulu Seas in Western Philippines. The highlight of this beautiful, sport inspired design is the separate centralised minute display; the Regulateur technique. Crown protection, a Deep blue polished Ceramic Divers inlay ring with 60 minutes scale and the Oris-Tubbataha Logo on the back of the watch add an extra edge to this stunning timepiece.

\*\*\*\* End\*\*\*\*



**About ORIS**

Oris is a Swiss watch company founded by Paul Cattin and Georges Christian at Hölstein (Basel-Country) in 1904. For over 100 years Oris has been making watches in Switzerland. Our watches are purely mechanical and are marked out by their distinctive design as well as the red rotor, the symbol of Oris mechanicals. Oris watches are also popular, as celebrities from Formula One, diving, jazz, aviation, and Hollywood queue up to wear and support our unique creations.

**Location**

**ORIS**

#01-30A, Plaza Singapura  
Singapore 238839  
Tel: (65) 6338 6551

Opening hours: 11am to 9pm daily

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