

March 2023

Adelaide's First and Only

TAG Heuer celebrates the opening of its new luxury boutique at Precision Groups Adelaide Central Plaza with global ambassador, Jacob Elordi.

Swiss luxury watchmaker TAG Heuer and Global Brand Ambassador and Australian actor Jacob Elordi, officially launched Adelaide's first TAG Heuer Boutique at Adelaide Central Plaza.

The boutique opening was officiated at a gala cocktail event at Freemasons Hall, North Terrace with a wide array of high-profile guests and VIP clients. To celebrate the opening of the new luxury boutique, a cocktail event was staged in the grand foyer of Freemasons Hall, North Terrace - providing a vibrant kick-off for the brand's new boutique opening.

Van Mulryan, TAG Heuer General Manager Australia and New Zealand was joined by Jacob Elordi, actor and model Josh Heuston, fashion entrepreneur Pip Edwards, Olympic swimmer Kyle Chalmers, VIP clients and media. Francesca Hung, Australian model and media personality MC'd the show along with a live performance by electronic music act, Bag Raiders.

"We are very proud to expand our residence in Australia and bring our spectacular new avant-garde design to Adelaide's luxury retail precinct at Adelaide Central Plaza. Unveiling TAG Heuer's new retail concept marks yet another milestone for the brand in Australia, local demand for the exquisite craftsmanship and highly-sought-after collections and special editions offered by the brand has continued to escalate across the country, making Australia one of our largest and most dynamic markets", said Van Mulryan, TAG Heuer General Manager Australia and New Zealand.

"We are delighted to have our global brand ambassador, Jacob Elordi here to share his strong sense of timeless style and affiliation with the brand as we reveal the next generation of TAG Heuer in Australia," Elordi has established himself as a global stand-out actor of his generation, starring in international hit, Euphoria and the highly anticipated film 'Saltburn'.

The TAG Heuer Monaco, the exquisite timepiece which Elordi represents was first worn by Steve McQueen in 1969 and features an instantly recognisable cutting-edge design incorporating the revolutionary square case, cut at right angles and bevelled crystal of virtually unscratchable sapphire.

“I’ve always been drawn to things that are both classic and timeless so partnering with TAG Heuer has been a great fit” said Jacob Elordi, TAG Heuer Global Ambassador.

The luxury 64 sqm boutique, developed and designed by the retailer’s in-house design and architectural team in Switzerland showcases a unique shopfront featuring three 3.9m digital screens. The technicality of the design is reflective of the spirit of high quality and high performance presented in the TAG Heuer timepieces. The interior of the boutique displays a modern, minimalisticly sleek and elevated look, complementing the new global retail direction of the brand. The design aesthetics and materials combine a mix of traditional and historical elements.

Modern finishes include stainless steel frames, glass, mirrors, custom-made fabric and concrete-look panelling with timber flooring, contrasting with black materials and blue colour accents - a design that is truly reflective of TAG Heuer’s over 160-year heritage, avant garde spirit and innovate engineering. A 360-degree experience featuring a full range of the latest to most iconic boldly innovative and contemporary timepieces including the TAG Heuer Monaco, Carrera, Acquaracer, Connected watches and the full range of premium timepieces.

The opening of the Adelaide boutique has expanded TAG Heuer’s retail network in Australia to seven luxury boutiques.

“Precision Group Chief Operating Officer, Trevor Dill said: “We are proud to continue our long-term partnership with LVMH with the opening of their new flagship TAG Heuer store in the heart of Adelaide’s luxury retail precinct. Adelaide Central Plaza continues to position itself as South Australia’s ultimate luxury shopping destination and this exciting addition to Rundle Mall complements Adelaide’s only Tiffany & Co.”

About Precision Group

- ❑ Precision Group founded in 1994 by Australian businessman Shaun Bonètt.
- ❑ One of Australia’s most successful private commercial property investment and management companies with a portfolio of 10 retail, commercial and hospitality properties valued at over \$1.2billion.
- ❑ Retail Portfolio - Adelaide Central Plaza, Port Adelaide Plaza, Adelaide, South Australia, Chevron Renaissance, Gold Coast, MacArthur Central, Brisbane, Queensland, Pran Central, Melbourne, Victoria & Shore City, Auckland, New Zealand.