

Luxury watchmaker Breitling opens first island of Ireland store in Belfast arcade

Luxury watchmaker Breitling has opened its first outlet on the island of Ireland in partnership with family-run jeweller Lunn's.

The Swiss brand's boutique will be situated in Belfast's Queen's Arcade, the recently restored Victorian shopping arcade which is homes to Lunn's headquarters and a Rolex store, amongst others.

Lunns, which has been selling Breitling watches for a number of year, will manage the new store which is set across two floors.

"Breitling have been an exclusive partner in Belfast with Lunn's the Jewellers for over 25 years and we are proud to be part of this new exciting chapter for the family," Gavin Murphy, Breitling UK Managing Director, said. "The development of this historic arcade will bring a new wave of luxury retail to the city and now with the addition of the Breitling boutique we can deliver a truly elevated brand experience with Belfast."

John Lunn, Lunn's Managing Director, said the the company is honoured to partner with Breitling to open the store.

"The boutique perfectly captures the essence of the brand. It is a phenomenal space and our Breitling team are looking forward to sharing it with visitors to Queen's Arcade," he said. "The addition of the Breitling boutique to Queen's Arcade, endorses the Arcade's position as an exciting retail destination not only in Belfast but on the island of Ireland."

Breitling is known for its pilot watches but has branched out into an “air, land and sea” approach under chief executive Georges Kern.

Private equity group CVC Capital Partners owns an 80% stake in the watchmaker, which has around 160 boutiques globally.