

4 August 2020, Tuesday

Chopard opens a new store at Suria KLCC



Adding prestige to shopping hub Suria KLCC is the new sophisticated Chopard store. Taking over a space at Ground Floor bustling with visitors, the luxuriously appointed boutique represents **Chopard's continued journey to sustainable luxury.**

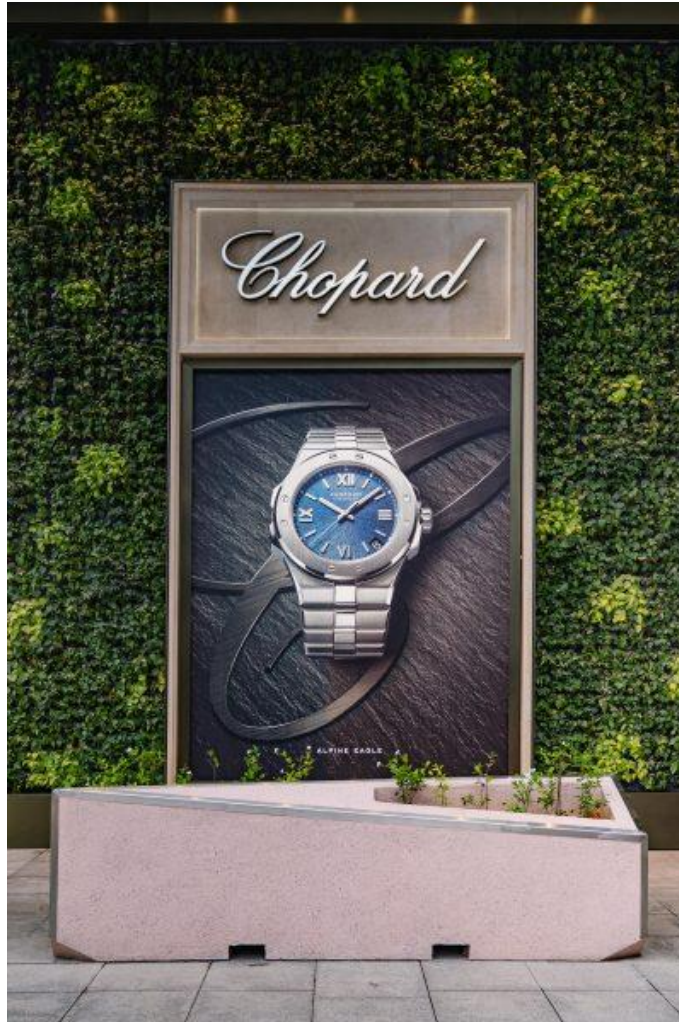
Featuring a “green and sustainable” wall conceived by the co-presidents Caroline and Karl-Friedrich Scheufele, the verdant foliage in the store is an embodiment of connecting with Mother Nature, evoking the brand's commitment to sustainability introduced since 2018.

Boasting a **space of 130sqm**, the store is built upon woody element with defined areas for watches and jewellery, a private room for exclusive viewings, a dedicated corner for the “Gentlemen's Way” and a library display. Here, shoppers will be able to find **signature**

collections such as Happy Diamonds, Happy Sport, Happy Hearts, L'Heure du Diamant and Ice Cube.







On the opening, Chopard's co-president Karl-Friedrich Scheufele shared, "Over the recent years, we have built a new generation of boutiques that fully embody the family spirit of our Maison as well as the environmental concerns that are at the heart of our development. Thanks to this latest architectural concept in our boutique in Kuala Lumpur, we are able to provide a welcome that meets the requirements of our Malaysian clientele, to whom we are extremely attached."

The images are photographed by AllIsAmazing. The new Chopard Suria KLCC boutique is now located at Lot no. G26, Ground Level.

(Source: <https://www.mens-folio.com.my/68985/chopard-opens-a-new-store-at-suria-klcc/>)