

Saturday, 25 August 2018

## Glitzy show marks opening of Rado's new KLCC boutique



*(From second left) Rado Switzerland regional sales manager Daniel Gracia, Suria KLCC Sdn Bhd chief executive officer and executive director Andrew Brien, Rado Switzerland vice president for sales Carlos Cardenas and Suria KLCC Sdn Bhd chief operating officer Francis Tan smile for the camera at the opening of Rado's new boutique in KLCC.*

**KUALA LUMPUR:** Design-led Swiss watch brand Rado celebrated the opening of its brand new boutique – the largest in Malaysia – with an exclusive event at its KLCC location here recently.

With a fashion show focusing on 'The Elements of Time' – Rado's theme for 2018 – the event introduced some of the newest models from the famous HyperChrome, DiaMaster and True collections as well as representing the exclusive Malaysian launch of the brand new True Thinline Nature collection.

Inspired by nature and Rado's partnership with the Grandi Giardini Italiani – an organisation that represents some of Italy's most spectacular and historically important gardens – the 'True Thinline Nature' collection incorporates the very best of the 'True Thinline' collection.

With the three colours reflecting the logo of the Grandi Giardini Italiani and with three innovative new dial designs, the three versions represent earth, water and leaves.

The boutique itself showcases the very latest in Rado store design, which is a new concept for the brand. Featuring the signature Rado look and feel as well as brand new elements, the new concept uses minimal design contrasting with textured and handcrafted materials to underline Rado's mastery of materials.

The boutique officially opened its doors to the public on July 4, but the exclusive event offered guests a sneak peek of the latest Rado collections.

Rado is a globally recognised brand, famous for innovative design and its use of revolutionary materials to create some of the world's most durable watches.

Ever since its beginnings in Lengnau, Switzerland, Rado has been a pioneer, with the brand philosophy 'if we can imagine it, we can make it' still holding true today.

Located in the heart of Kuala Lumpur, KLCC is one of Malaysia's premier shopping destinations.

With more than 300 specialty stores, it offers an exclusive blend of renowned international fashion brands, flagship stores and unique concept stores.

(Source : <http://www.theborneopost.com/2018/08/25/glitzy-show-marks-opening-of-rados-new-klcc-boutique/>)