

TimeVallée underlines Chinese domestic airport ambitions with Beijing Capital International T3 opening



Michael Guenoun: Strong potential for luxury watch sales in Chinese domestic airports

CHINA. Specialist watch concept TimeVallée opened at Beijing Capital International Airport Terminal 3 yesterday in a partnership with Lagardère Travel Retail.

The opening in T3, dedicated to domestic travellers, represents TimeVallée's debut airport store, according to TimeVallée International CEO Michael Guenoun.

“We do believe in the potential of domestic China airports and will continue to explore opportunities there,” he told The Moodie Davitt Report.

Richemont-owned [TimeVallée](#) is an innovative multi-brand boutique concept offered to all luxury watch brands and operated by external independent partners.

TimeVallée boutiques introduce fine timepieces to both emerging and mature markets through an upscale and engaging store experience designed to go beyond traditional retail norms.

[As reported](#), TimeVallée opened 180sq m of retail space with China Duty Free Group at Mova Mall, Haikou on Hainan island in February.

TIME VALLEY







