



HYT

STUDIOFORMA ARCHITECTS
PRESS RELEASE FEB 2016



HYT OPENS FIRST FLAGSHIP BOUTIQUE

Zurich, Switzerland – Swiss ultra-luxury watch brand **HYT** marks its brand presence in South East Asia with its first flagship boutique in Kuala Lumpur's Bukit Bintang shopping district.

The HYT flagship boutique is located inside Malaysia's prestigious shopping destination and architectural jewel, the Starhill Gallery mall.

Architectural Concept

The interior concept and zoning of the 110m² boutique perfectly blends into the mall's futuristic and prismatic exterior design.

STUDIOFORMA's design of HYT's first mono-brand boutique clearly reinterpreted the aesthetic codes of the watch house and affinity for liquid molecules. Customers can sense the boutique's intriguing atmosphere from the outside thanks to the transparent façade with huge window displays, framed in massive brass aluminium. A tall LED wall visualizes the company's first hybrid timepiece "H1".

Key design elements like HYT's iconic fluorescent colours were transposed into the store design and strongly emphasize the futuristic, utopian vision of HYT's world of fluid technology. Black and titanium hues, high polished aluminium, smoked mirrors and polygonal spatial elements convey a futuristic and multi-dimensional ambiance inside the store.

The materials used are in perfect accord with the stark tonality of HYT, clearly referencing its affinity for liquid molecules and luminescence colours.

Interior Design Highlight

An eye-catching light installation centred above a cylindrical merchandise counter welcomes visitors right at the entrance of the boutique and brightens the centre of the dark tuned boutique.

The customized LED light sculpture and the round circled counter resemble the luminescent, tubular technology of HYT watches. Varying sizes of aluminium coated tubes cascade downward the illuminated cylindrical merchandise display. The neon lit green tubes inside the counter response to the capillary shape of the lighting sculpture and illuminate the watches in the best possible light.

STUDIOFORMA PRESS CONTACT:

MARIAM SALEH • +41 44 296 18 79 • SALEH@STUDIOFORMA.CH • WWW.STUDIOFORMA.CH/PRESS

“The architectural concept of HYT’s flagship boutique follows the company’s unique brand proposition with its innovative nature and daring design approach in the high-end watch business. HYT’s non-conventional and rule-breaking style has not only revolutionised the watch industry. HYT also changed the way of designing a retail space in the luxury segmented watch industry.” **says Alex Leuzinger, CEO of STUDIOFORMA.**

ABOUT STUDIOFORMA

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas in Switzerland.

STUDIOFORMA has been named “Best in Europe 2015/16” in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

STUDIOFORMA designed the shop concept for HYT’s first boutique in Kuala Lumpur.

www.studioforma.ch

ABOUT HYT

HYT is an independent Swiss watchmaking company based in Neuchatel. HYT debuted a rule-breaking watch technology in 2012 with the “H1” model. The watch uses a liquid filled chamber to display the hours using a luminescent green liquid, made of Fluorescein, in a circular tube. HYT introduced their second model, the “H2” together with the creative master minds of APRP (Audemar-Piguet Renaud & Papi). Both watches have won several awards over the years such as the best innovative watch of 2012 in the Grand Prix and the Best Concept watch of the year in Mexico and India.

In 2015 HYT launched the “H4” watch in a collaboration with Ernesto Bertarelli’s sailing team Alinghi. “H4” features a special carbon-fiber system and a new technology that converts mechanical power into light to help wearers read the time in the dark.

HYT made another big impact on the watch industry with a limited series of their “Skull” watch and that was sold out soon after its release (retail price 150.000 USD)

HYT watches are available in 69 points of sales around the globe. In October 2014 the company opened their regional office in Singapore together with a temporary pop-up store in Kuala Lumpur. The newly opened boutique in Kuala Lumpur’s Starhill Gallery replaces the temporary pop-up store and lays the foundation for future growth.

The company’s strong DNA of innovation, striking marketing and customer orientation derives from its CEO and Founder, Vincent Perriard.

www.hytwatches.com

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