



**\*\*\* MEDIA ALERT \*\*\***

## **NorthPark Center hosts fourth annual Watch Week November 16 – 19, 2017**

Dallas, TX – October 9, 2017 – Timepiece collectors and connoisseurs are invited to Dallas' finest shopping destination for **NorthPark Watch Week**, November 16-19, 2017. Presented in partnership with Aston Martin of Dallas and *Modern Luxury*, this extraordinary array of events, exhibits and presentations highlight NorthPark's unparalleled collection of timepiece retailers. The selection of in-store events reveals the intricate process behind the engineering, design and craftsmanship of the most coveted timepieces.

The horological festivities begin on Thursday, November 16 with the **Whisky and Watch Walk**, an evening celebrating the history and exquisite detail of watchmaking at NorthPark's world-renowned brands from 6:30 to 8:30PM. Guests will enjoy limited edition tastings from Macallan Double Cask 12YO, Macallan 15YO, Macallan Rare Cask and Highland Park Magnus.

*Participating retailers:*

### **BVLGARI**

Enjoy a champagne toast inside the BVLGARI boutique and experience a magnificent collection of award-winning edition watches and High Jewelry pieces flown in from Rome and New York, never before seen in Dallas.

### **Eiseman Jewels**

Visit Eiseman Jewels to experience their wide variety of timepieces, including their newest addition MB&F and the latest releases from 2017 SIHH and Basel, Switzerland. During Watch Week, all Swiss timepiece purchases come with an additional one-year warranty. All automatic watch purchases come with a complimentary winding box and engraving services. Eiseman assesses all fine timepieces as trades, as well as purchasing them outright.

### **Hublot**

Immerse yourself in watchmaking with Hublot. Join us for whisky and cocktails as we showcase Hublot's 2017 Baselworld novelties and share our passion behind watchmaking.

### **Montblanc**

Travel in style with a two-watch leather watch case, yours free with a timepiece purchase at the Montblanc boutique. Discover Montblanc's only luxury smart watch, The Summit.

### **Neiman Marcus**

View the Neiman Marcus luxury timepiece collections featuring special pieces from Blancpain, Chanel, Franck Muller, Frédérique Constant, Harry Winston and Hermès, on view for a limited time.

### **Officine Panerai**

Celebrate the latest chapter in Panerai's history with the release of the 2017 Luminor Due collection. Experience the meticulous process behind the iconic design, and meet with a Panerai ambassador to explore the craftsmanship of Panerai's newest timepieces.

### **OMEGA**

Visit the OMEGA boutique to discover the newest editions to the Aqua Terra collection. In partnership with *Modern Luxury*, OMEGA will offer a one-of-a-kind, custom strap-making workshop on Thursday, November 16. Beverages and hors d'oeuvres will be served.

### **Rolex**

Register to win a free service for your Rolex watch (up to \$1,000 value). In addition, all Rolex watch purchases come with a complimentary five-year warranty, plus a complimentary additional year from Eiseman Jewels.

### **TAG Heuer**

Experience the innovative 100-year history of TAG Heuer and receive a complimentary edition of Gran Turismo Sport for PlayStation®4 with your purchase. Gran Turismo Sport has chosen TAG Heuer as the game's first-ever watch partner. Through a constant pursuit of innovation, TAG Heuer creates timepieces that are a defining symbol of excellence.

### **Tiffany & Co.**

Tiffany & Co. has once again set a new standard for watchmaking by marrying a 169-year-old tradition of horological craftsmanship with bespoke services. A customized program boasts 2,720 design combinations that culminate in a Tiffany CT60 3-Hand 40 mm timepiece finished with an optional monogram. The design options include ten diverse dial colors with gold or silver poudre numerals, ten alligator strap colors, stainless steel or bicolor bracelets, and gold or rhodium plated hands – there is something for every well-suited individual.

Images from previous years available [here](#). More information at [northparkwatchweek.com](http://northparkwatchweek.com).

### **About NorthPark Center**

NorthPark Center is the finest shopping experience and the preeminent shopping center in the Southwest with more than 230 stores and restaurants, including more than 70 market exclusives. Anchored by Neiman Marcus, Nordstrom, Macy's and Dillard's, NorthPark offers an unparalleled collection of luxury boutiques set amid internationally acclaimed 20th and 21st century art, award-winning architecture and extraordinary landscaping, as well as a 1.4-acre garden, CenterPark, and a state-of-the-art movie theatre, AMC NorthPark 15. NorthPark surpassed \$1.2 billion in sales in 2016 and consistently ranks as one of the top five performing shopping centers in the United States. NorthPark is North Texas' number one tourist destination and is conveniently located seven miles from downtown Dallas and 35 miles from Fort Worth. [northparkcenter.com](http://northparkcenter.com), 214-363-7441, 8687 N. Central Expressway, Dallas, TX 75225.

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