

AWR Lifestyle and Bianchet Redefine Luxury Watch Experience in UAE

AW Rostamani Lifestyle and Bianchet Partner to Introduce Cutting-Edge Luxury Watches to UAE

Dubai, 11 June 2024: AWR Lifestyle, a division of AW Rostamani Group renowned for its innovative business solutions, has announced its latest venture with Bianchet, the Swiss luxury watchmaker, becoming the brand's exclusive distributor in the UAE.

This partnership, marking Bianchet's official entry into the regional market, underpins AWR Lifestyle's commitment to establishing a distinctive and luxurious presence in the UAE market, exemplifying its ongoing pursuit to bring unparalleled and exquisite luxury experiences to its discerning clientele.

Bianchet, founded by husband-and-wife Rodolfo Festa Bianchet and Emmanuelle Festa Bianchet, is celebrated for its exceptional tonneau-shaped skeleton tourbillon watches. Distinctively, Bianchet is the pioneer in integrating the golden ratio and the Fibonacci sequence into its design philosophy, exemplifying the perfect blend of art, science, and craftsmanship. The brand's innovative use of high-density carbon composite infused with titanium dust signifies a groundbreaking achievement in the field, offering unparalleled durability and sophistication.

John Knight, Director of AW Rostamani Lifestyle, shared his excitement about the collaboration: "Partnering with Bianchet is a unique privilege. Its dedication to excellence, innovation, and pushing luxury watchmaking boundaries fits the AWR Lifestyle vision, and together, we aim to enrich, inspire and captivate the ambitious, the achievers, and everyone who appreciates the art of precision and splendor."

The Royal Penthouse of the Mandarin Oriental Jumeira was the location for the May 29th launch event and reception, attended by the two Bianchet founders and a number of AWR representatives. It involved an exclusive viewing of the new Flying Tourbillon Sport GMT model and the award-winning Flying Tourbillon Grande Date collection, including the Bianchet x Maserati-MSG Racing limited edition.

Highlighting the brand's commitment to excellence in sports and luxury, Bianchet has proudly partnered with Maserati MSG Racing, pushing boundaries in style and performance through a mutual dedication to excellence in design and engineering.

Renowned sports figures, including world number ten tennis player Grigor Dimitrov, rising star Alexander Bublik, ranked seventeen, who reached the finals of the 2024 Dubai Duty-Free Tennis Championship, and big-wave surfer Francisco Porcella, have joined Bianchet as brand ambassadors, epitomizing the harmonious synergy between athleticism and luxury.



AWR Lifestyle, through its strategic alliance with Bianchet, is set to captivate the hearts of luxury watch enthusiasts across the region, reinforcing its position as a frontrunner in bringing innovative and luxurious lifestyle options to the market.

For enquiries and to secure your private shopping experience, please call +971 56 506 6708

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