

Rolex Opens its Largest Boutique in the United States with Long's Jewelers in Boston

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Long's is opening the largest Rolex boutique in the United States at 8 Newbury Street, at the heart of Boston's luxury retail district.

Long's Jewelers has opened its much-anticipated Rolex boutique in Boston.

The two-storey showroom is located on Newbury Street, nestled between luxury stores for Bulgari and Chanel.

At 3,500 square feet over two floors, the Rolex boutique is the largest in the United States, beating a 3,000 square foot space within the Wynn Resort in Las Vegas run by The Watches of Switzerland Group.

Originally planned for 2020, logistics and construction have been slowed down by the complexities of working in a world hamstrung by the covid pandemic.

Long's welcomed its first customers on May 4.

"The reaction to the store has been incredible. There isn't another store in Boston like it," says Craig Rottenberg, president of Long's Jewelers.

"The first block of Newbury Street has grown into the luxury destination of Boston and we are thrilled to now be open as one of the anchor stores," he adds.

America's premium watch retailers have been reporting not only

robust sales throughout the past year of social distancing and enforced closures, and Long's Jewelers is adding to that voice of optimism.

"Even with remaining COVID restrictions, we are able to offer the quintessential Rolex experience," says Mr Rottenberg. "We are planning additional stores that will set new standards ... stay tuned," he adds in a message to WatchPro this morning.

Inside, the showroom is wall-to-wall Rolex including a striking emerald aqua wall.

Walls mix textures from walnut brown wood to beige-colored stone and hand-crafted stucco panels in a pattern that recalls the fluted bezel of the Oyster watch.

There is space for a local touch in the form of a giant mural behind the reception showing Boston's Public Garden bridge.

Three double-height windows fill the boutique with light and provide a stunning backdrop for a sitting area where customers can relax and socialize.

The second floor provides a private selling area for groups and space for an in-house watch technician to complete service requests.