



Westime Expands in Southern California with New La Jolla Boutique



La Jolla, Calif.—December 5, 2011—Just in time for the busiest shopping week of the year, Westime opened its third luxury watch boutique in Southern California. The 2,500 square-foot store debuted last week in the exclusive seaside destination of La Jolla, north of San Diego.

“La Jolla is one of the most beautiful communities on the California coast at any time of year” says Greg Simonian, President of Westime. “We are incredibly excited to bring Westime’s unique selection of watches, accessories, and highly personalized service to La Jolla in time for the holiday season.”

The new boutique features a bright and open floor plan that invites customers to browse casually. Like its sister locations in Los Angeles and Beverly Hills, Westime La Jolla offers traditional as well as avant garde timepieces for men and women, at a broad range of prices. Collections available at Westime La Jolla include:

Alpina
Audemars Piguet
Bell & Ross
Blancpain
Buben & Zorweg
De Bethune
DeWitt
Dior
F.P. Journe
Franck Muller

Girard Perregaux
Giuliano Mazzuoli
Glashütte
Graham London
Greubel Forsey
Harry Winston
H. Moser & Cie
Hublot
Jacob & Co.
Longines

MB&F
Nixon
Pandora
Richard Mille
Shamballa
Urwerk
Ulysse Nardin
Vertu
Zenith



Westime La Jolla is located in the heart of the town's shopping district at 1227 Prospect Street. Hours of operation are 10 am to 6 pm, Monday through Saturday, and 12 pm to 5 pm on Sunday. Phone: (858) 459-2222, Email: lajolla@westime.com.

About Westime:

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its three boutiques in Southern California display the collections of more than 50 Swiss watch brands that represent the best of traditional watchmaking as well as the new guard in haute horlogerie. Westime is frequently cited as one of a dozen multi-brand retailers in the world that influences trends in the watchmaking industry. Westime also operates the new Richard Mille Boutique Beverly Hills on Rodeo Drive, and the Hublot Boutique on Brighton Way in Beverly Hills. For more information, please visit www.westime.com.

Contact: Laura Q. Hughes, Director of Communications, (310) 205-5555; laura@westime.com