



BACKGROUNDER

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. John Simonian, a third-generation watch expert with a passion for mechanical timepieces, founded Westime in 1987 when he opened the first boutique on Los Angeles' west side. From its earliest days, Westime catered to a clientele that ranged from Hollywood celebrities and professional athletes, to the region's influential residents and international business travelers. Westime has since earned the return business of discriminating clients from around the globe.

Today, Westime operates two boutiques in Los Angeles. Its original 6,000-square-foot showroom at the city's Westside Pavilion features a wide range of watch brands at every price point. Within the boutique are expansive showcases, comfortable seating arrangements and two semi-private VIP shopping areas. Two master watchmakers are on site at all times to provide service, perform pressure and water-resistance tests, and make repairs. The Westime Los Angeles boutique offers direct street access and complimentary valet parking.

In 2003, Westime debuted its second showroom, an intimate, multi-level boutique at the heart of the city's most glamorous shopping district. Westime Beverly Hills is located on Via Rodeo, a European-style shopping promenade that has emerged as a global destination for the finest watch, jewelry and accessories brands. The boutique's high ceilings, marble flooring, contemporary furnishings and showcases in champagne water relief woodwork complement a precisely edited selection of limited editions, high complications and even custom timepieces created exclusively for Westime's clientele. Every member of Westime's affable, multi-lingual staff is dedicated to providing exceptional service—from explaining the specifics of complications, to hand-delivering a watch across the country.

Westime is frequently noted as one of a dozen multi-brand retailers in the world that influences trends in the watchmaking industry. Led by John Simonian and his son, Greg, the company is dedicated to offering the most important creations from traditional watch brands, while also promoting the new guard in *haute horlogerie*. Westime spearheaded the U.S. arrival of such contemporary watch brands as Richard Mille, Greubel Forsey and URWERK, and continues to seek out the most innovative new timepiece collections.

Press Contact: Laura Q. Hughes, Director of Communications
T: (310) 205-5555; C: (646) 284-0403;
E: laura@westime.com; W: www.westime.com