

RETAIL

# Omega launches Paris 2024 pop-up at South Coast Plaza

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A new pop-up at the Californian mall features Omega Special Edition Paris 2024 watches. Image credit: South Coast Plaza

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Omega** is gearing up for The Games.

In honor of upcoming Olympic and Paralympic events, the brand is opening a Paris 2024 pop-up at U.S. shopping center **South Coast Plaza**. Live until Aug. 4, 2024, the retail activation carries special-edition watches and details Omega's history as the international tentpole's official timekeeper since 1932.

## Ready, set, shop

Situated in Southern California, many of South Coast Plaza's more than 250 luxury lessees are getting involved with Paris 2024.

This year, Omega is focused on owning its relationship with The Games, first taking up its role nearly a century ago when the global competition took place in Los Angeles.

While recent products and campaigns celebrate its shared history with the world of sports ([see story](#)), arriving before ceremonies officially get underway, a new pop-up allows West Coast shoppers to learn more about Omega's heritage.

*Omega continues to promote the 2024 Summer Olympics*

South Coast Plaza is the exclusive home of the luxury watchmaker's pop-up. Here, visitors can browse the label's Paris 2024 chronographs.

The commemorative releases vary, from the \$8,900 Seamaster Diver to the \$51,400 Speedmaster Chronoscope.

A range of accessories for the timepieces, including straps, are also out now. For \$330, consumers can also find the **Omega Aqua Sailing bracelet**, made of nylon and stainless steel, amid the lineup.

Luxury conglomerate LVMH is the official premium partner of Paris 2024. Its brands' South Coast Plaza boutiques have their own themed ranges and displays, including three stores from French fashion house Louis Vuitton and a new flagship store by Italian jeweler Bulgari.

French fashion houses Dior and Cline, U.S. jeweler Tiffany & Co., Italian fashion house Fendi, German luggage brand Rimowa, Swiss watchmakers Tag Heuer and Hublot, Italian cashmere label Loro Piana, British fashion house Stella McCartney, Italian

footwear and leather goods brand Berluti, Spanish fashion label Loewe, French fashion label Givenchy, beauty retailer Sephora and French leather goods house Moynat also have addresses within the mall.

Some, namely jeweler Cartier and fashion labels Balmain, Chlo, Lanvin and Maison Margiela, have opened stores within the last year at the shopping center. Others, such as crystal maker Baccarat and couture house Alaa, are coming soon, launching in August and November 2024, respectively.

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