# **Tissot unveils its first boutique in Belgium Press Release**

**Brussels, Belgium** – 20 November 2024. Tissot, the renowned Swiss watchmaker known for its precision and innovation, is proud to announce the opening of its first boutique in Belgium, located in the prestigious Les Galeries de la Reine in the heart of Brussels. This new location marks a significant milestone in Tissot’s ongoing commitment to offering exceptional Swiss craftsmanship at an accessible price point.

The boutique features an extensive selection of Tissot’s timepieces, showcasing the brand's signature blend of traditional Swiss watchmaking with modern design and cutting-edge technology. From traditional and contemporary models to high-performance connected watches, the boutique caters to every taste and occasion, providing something for both seasoned collectors and newcomers to the brand.

Designed to reflect Tissot’s rich heritage and forward-thinking approach, the boutique offers an immersive shopping experience where visitors can explore the world of Swiss precision and craftsmanship up close. Each timepiece is a testament to innovation and quality, making it the perfect destination for watch enthusiasts in Brussels.

For more information about the boutique and Tissot’s collection, please contact [brussels@tissotwatches.com](mailto:brussels@tissotwatches.com).

**About Tissot**

Tissot, watchmakers blending tradition and pioneering spirit since 1853.

Nestled in the Swiss mountains of Le Locle, Tissot crafts watches that become the storytellers of life's voyage: it's not just the destination that matters, but the importance of the path filled with significant milestones and unforgettable memories. The brand’s ambassadors, including American basketball star Damian Lillard, Italian motorcycling sensation Enea Bastianini, Slovenian cyclist Primož Roglič, and Chinese Actors Liu Yifei and Simon Gong exemplify the hours of dedication preceding one’s excellence. On a broader stage, Tissot also partners with the NBA, MotoGPTM, and the Tour de France as their Official Timekeeper. Discover Tissot’s collections: T-Touch, PRX, Chemin des Tourelles. Every Swiss timepiece crafted embodies a fusion of heritage and innovation, and while priced accessibly, stands as an enduring legacy defying the constraints of time. Going beyond watchmaking and timekeeping, Tissot accompanies individuals in every moment, celebrating not only the achievements, but the journey itself.